LEADING LIFE INSURANCE WEEKLY

INS. LAB. OCT 4 1929

The National Underwriter

LIFE INSURANCE EDITION

FRIDAY, OCTOBER 4, 1929

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There is zest to the work of Lincoln National Life Agents because there are so many opportunities to win laurels—For Example - - -



The Consecutive Weekly Production Club

Forty men have records of more than 100 weeks of steady production. O. F. Gillom, above, has more than 750 weeks.



The Minute-Men

They write $100,000 or more during the last four months of the year. Fifty-nine qualified last year. W. B. Salisbury, above, was Minute-Men President.



Honor Roll

Several hundred LNL men increase their production ten per-cent or more each year and thus qualify for the Honor Roll. A. I. Ostrov, above is a regular member.



Hall Month

May, the birthmonth of President Arthur F. Hall, is the time of a great "tribute in applications" to him. G. F. Lofthouse, above, won the Hall Cup this year.



Most Valuable Producer

Every year the name of an agent adjudged most valuable is engraved in the Indiana limestone walls of the LNL building. T. I. Ramer was so honored last year.



Big Producers

Producers of large policies and large numbers of policies are regularly honored in monthly lists. C. B. Rittenberry frequently is in the spotlight.



Emancipators

The senior production club is likewise named for the Great Emancipator. The veteran E. M. Bennes is typical of men who qualify annually for it.



Quebec

In addition to its annual education conferences, a great convention is held less frequently. L. R. Lay is one who has already qualified for himself and wife for the Quebec jaunt.



Women Leaders

The competition for places among the ten leading women agents of the Company is strong. Mrs. Z. Z. Brown, C. L. U., is usually at or near the top of this list.



Helping Hand

This club includes agents who bring a new man into their fellowship. H. E. Campbell is a member of the Inner Circle of this splendid club.



Conservation

The battle against lapsation wages hot among LNL agents. Year after year J. Wade Bailey is at or near the top of the conservation list.



Salary Savings System

J. S. Touchstone is the leader among the 555 stars of the LNL agency organization, and specializes in big corporation cases.

For information as to Agency openings write

The Lincoln National Life Insurance Company, Fort Wayne, Indiana

LIFE
REINSURANCE

STANDARD
AND
SUBSTANDARD



North American Reassurance Company

Lawrence M. Cathles, President

250 PARK AVENUE

New York

THE NATIONAL UNDERWRITER Life Insurance Edition. Published weekly by The National Underwriter Company. Office of publication, 175 W. Jackson Blvd., Chicago, Ill. Thirty-third year. No. 40. Friday, October 4, 1929. $3.00 per year, 15 cents per copy. Entered as second-class matter June 9, 1900, at postoffice at Chicago, Ill., under act of March 3, 1879.

Management

EVEN the best business in the world would go on the rocks if it were not for the guiding hand and astute business judgment of its head or heads. Great organizations and institutions do not build themselves, but are the result of the capable management and foresight of their executives.

¶ The Illinois Life is no exception. It is to the undying credit of its founder and his associates that this company has, in its thirty-five years' of existence, risen to its place of leadership among the legal reserve life insurance companies of the state.

¶ The agency organization of the Illinois Life has unbounded confidence in the ability of its Home Office executives to handle the affairs of the company in the most efficient manner possible.

The Illinois Life Insurance Company enjoys the distinction of being the first legal reserve life insurance company, now active, to be chartered by the State of Illinois.

Illinois Life Insurance Co.

Illinois Life Building **Chicago** 1212 Lake Shore Drive

Raymond W. Stevens, President

NEXT WEEK

THE WORLD SERIES!

¶ **The Cubs won the National League Pennant by training, hard hitting and teamwork.**

¶ **Our Salesmen are Successful because of training, hard hitting and teamwork.**

"SPLIT SECOND SERVICE!"

ALEXANDER E. PATTERSON
General Agent
THE PENN MUTUAL LIFE INSURANCE COMPANY
Suite 1336 120 S. La Salle St.
CHICAGO

FRAnklin 7575

The National Underwriter

LIFE INSURANCE EDITION

Thirty-Third Year No. 40 CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, OCTOBER 4, 1929 $3.00 Per Year, 15 Cents a Copy

Equitable Life in Celebration

Commemorates 70th Anniversary of Founding with Huge Conference

GALAXY OF SPEAKERS

Charles E. Hughes, John Bassett Moore, Irenee Du Pont Address Banquet of 1,000

NEW YORK, Oct. 3.—In celebration of the 70th anniversary of the founding of the Equitable Life of New York, nearly 1,000 agents of the company met in conference with the home office organization and a host of guests for a three-day session here this week, festivities culminating in the great banquet held Monday evening with President Thomas I. Parkinson presiding and a galaxy of speakers, including Charles E. Hughes, Irenee DuPont and John Bassett Moore. The past achievements of the company and the future goals were pictured during the three days and life insurance in its totality was paid tribute at the banquet session. The visiting notables, representing the key men of America in business and state, were unstinting in their praise of the institution of life insurance and the Equitable in the case in point.

Praises Agency System

John Bassett Moore, member of the permanent court of arbitration at the Hague and a member of the faculty at Columbia University, was the first speaker and he addressed his remarks to the agency force of the company and the business. Mr. Moore is a director of the Equitable and has made it a point to closely study the technique of the life insurance business. Thus his praise of the present system of operations was more than passing tribute from a guest, but was rather the finding of a keen student of international business and politics. He summed up the development of American life insurance under the American agency system, which he said is the basic reason for the difference in its development in this country as compared with others, the reason that the United States and Canada combined have three-fourths of the total life insurance in force in the world. Mr. Moore said that the agency system is vital and increases the value of life insurance. And he said that life insurance is the greatest cooperative agency of modern times. He pointed out that the business has come far from the old period when its selling methods were much of the lightning rod type.

Urges Research Efforts

Irenee DuPont, eminent financier and business man and also a director of the Equitable, was next introduced by President Parkinson as representing the policyholders. Mr. DuPont's immediate family carries a total of $15,000,000 life insurance, so that he was a logical representative of the clients of the profession, with the added weight of knowledge of the business through his official association. Mr. DuPont presented some constructive suggestions to life underwriters, chief of which was the thought that the business would greatly profit by extended research efforts. He suggested that a large sum should be appropriated by the companies for research purposes, directed chiefly towards studying the longevity of man. He said the policyholders are vitally interested in this, as are the companies, and every three months added to longevity would be a contribution well worth any price.

Tells Policyholder's View

Referring to the family of policyholders and commenting on them from a personal standpoint, Mr. DuPont said there are two kinds of "large" policyholders of which he was among the first. This first group includes those who seek life insurance to meet taxes and tax problems and prevent estate shrinkage from these and other inroads. The other great division of jumbo policyholders is that of the business policyholder who desires protection against the loss resulting from the death of a partner or fellow stockholder. In all cases, he said, large and small policyholders have two chief interests, payment at maturity and dividend returns, so that such institutions as the Equitable earn the respect of the public by their record of achievement and stability.

Charles E. Hughes Is Speaker

Charles Evans Hughes was the third speaker. He told of his long association with life insurance and paid tribute of the highest order to its great place in the present day economic structures.

"The life insurance business should be, and I believe it is, the most secure and most successful of all enterprises," he said. "With sound actuarial calculations and predictions, it makes an unfailing human appeal. Its success testifies to the essential conservatism of American life despite all its restlessness; to the dominant sentiment which still places above all else the ties of family and home. The life insurance policy is the last thing to be given up in times of adversity, while the growth of the business reflects the thrift which fortunately characterizes our prosperous days. Recognized as a safeguard of imperative human needs, the business stands secure so long as the basis of public confidence remains unimpaired. Happily, and justly, as I believe, that confidence was never greater than at this time. What is its essential basis? It must be found in the general conviction, not only that there is an efficient organization, not only that expenditures are conservative, not only that vast investments are handled with prudence

(CONTINUED ON PAGE 5)

Conway Sets Disability Deadline

NEW YORK, Oct. 3.—Preliminary action has been taken by the New York insurance department on the revision of the disability clause in this state in conformity with the action of the National Convention of Insurance Commissioners, and the date for revision has now been set by the department as June 30, 1930. At that time it will be expected that all companies will have discontinued all forms not permitted under the standard code just adopted, and none but the standard will be approved officially. The superintendent expresses the desire that the companies make their changes as far in advance of that date as is possible, that being the deadline. His announcement to the companies is as follows:

"At the meeting of the National Convention of Insurance Commissioners in Toronto on Sept. 19, the joint report of the two special committees, dated April 23, 1929, on the above subject, was adopted. My views are in accord with this action.

"This is to advise that this department's approval of all total and permanent disability provisions in connection with life policies is hereby withdrawn as of June 30, 1930. Total and permanent disability provisions in connection with life policies will not be approved for use in this state on or after July 1, 1930, unless they satisfy in substance the requirements set forth in the attached exhibit. Each company should put the standard disability provisions into effect at as much earlier a date as may be possible.

"In adopting the joint report of the special committees, the National Convention of Insurance Commissioners also adopted the following statement: 'In connection with the proposed standard provisions we believe that an adequate reserve basis graded according to the waiting period should be made compulsory.'

"My views are fully in accord with the statement by the commissioners to the effect that an adequate reserve basis should be prescribed for total and permanent disability benefits. The question as to what basis will produce adequate reserves for total and permanent disability benefits is now receiving consideration and I will advise you as soon as I reach a final decision as to the reserve basis that should be prescribed."

Trade Journal Ads To Be Displayed

At the Insurance Advertising Conference in Cleveland, Oct. 6-9, a special display of trade journal advertisements prepared by L. A. Mack of the "Weekly Underwriter," assisted by editors of the other insurance trade papers, will be shown. It will indicate the progress of insurance advertising during the eight decades. It will portray very clearly the tribulations through which insurance has passed.

The exhibit will show the result of expert treatment in advertising copy and layout to indicate the strong contrast of the system in use before the Insurance Advertising Conference influence was felt. The entire exhibit concentrates on the style of advertising rather than calling attention to any particular company or any particular paper.

Whatley Gives Views on Duty

New National President Sees Present Demand for Consolidation of Gains

TAKES MODEST POSITION

Leader Amplifies Address of Acceptance Made at Washington Meeting of Life Association

The reign of S. T. Whatley, general agent of the Aetna Life in Chicago, as president of the National Association of Life Underwriters will be marked chiefly by an intensive consolidation of the gains which already had been made in the previous two administrations of Paul F. Clark and Julian S .Myrick, the newly elected head of the association declared in Chicago this week upon his return from Washington.

In war, a campaign consists of smashing drives punctuated by periods of consolidation of attained objectives in order that they may be held, Mr. Whatley said. He enters the presidency in humble spirit, grateful for the fine previous administrations, and also because, he said, they handed over to him the "sweetest situation" that any national president has been given to handle.

Whatley Surveys Situation

"I believe the national situation is cleaner than ever before in the history of the association," he said. "Politics was left entirely in the background at the Washington meeting. I was given practically carte blanche in selecting my committees and making other appointments, the only proviso being that the various sections of the country should be represented and that there should not be two men of the same company appointed.

"Usually in an organization there is political trading, and in order to get a post a candidate must make concessions to certain factions. It was highly pleasing to me to meet with such fine spirit in the Washington meeting. Conditions in the head office at New York now are harmonious and it is functioning smoothly.

Grateful to Hoover

"Life insurance starts off on the campaign to put the second hundred billion insurance in force with a boost that I believe is the finest ever given to the profession. I refer to the recognition given the officers and members of the National association at Washington by President Hoover in meeting with us, tendering us luncheon and giving us the letter of recommendation. This constituted the greatest endorsement ever given life insurance by a president of the United States.

"My policies are substantially as outlined in my address of acceptance at

(CONTINUED ON PAGE 15)

Button at Head of Life Company

Veteran Virginia Commissioner, Secretary of Convention, Resigns State Post

IS DEAN OF SUPERVISORS

Action Complete Surprise to Associates —Creates Some Problems for Commissioners' Organization

RICHMOND, VA., Oct. 3.—After 34 years in the service of the state, 23 years of that time as commissioner of insurance, Col. Joseph Button this week tendered his resignation to accept the presidency of the Union Life of Richmond.

Announcement of his resignation came as a distinct surprise, particularly in insurance circles, which had no intimation that he was even contemplating such a step. General regret was expressed in these circles at his decision to leave the service of the state, for he was popular with all classes of insurance men because of his uniform courtesy and fairness in his dealing with them.

At the recent Toronto meeting he was reelected secretary-treasurer of the National Convention of Insurance Commissioners. At that time he had no idea that he was so soon to resign his post as Virginia commissioner. He had been head of the insurance department ever since it was created in 1906. Last year he became commissioner of insurance and banking when the banking division of the state corporation commission was merged with the bureau of insurance and the combined departments were placed directly under the supervision of the commission.

Nothing Yet on Successor

Resignation of Commissioner Button, which becomes effective Oct. 15, took members of the corporation commission so by surprise that as yet they have had time to give but little attention to the selection of his successor. Appointment of the commissioner was delegated to this body by the last general assembly Before that the insurance commissioner was elected by the assembly.

While Myron E. Bristow, deputy ommissioner in charge of the banking division, would naturally be regarded as the logical successor of Commissioner Button, opinion prevails in capitol circles that he does not aspire to the commisionership, preferring to remain in his present position. He was recently elected president of the National Association of State Bank Supervisors at its annual convention in San Francisco and he has not yet returned from the coast.

In the insurance division of the office, Charles B. Coulbourn is next in line to the commissioner, and it is possible that he may be selected to succeed Colonel Button. He has had long experience in the office. His official title is actuary. J. P. Baldwin, chief examiner for the office, will go to the Union Life with Colonel Button. He recently completed an examination of the company for the Virginia department, finding it in first rate shape.

Colonel Button, in point of service, was the oldest insurance commissioner in the United States. He was known as dean of the commissioners' organization. He was elected president of the organization in 1910. Later he became chairman of its executive committee Since 1917 he has served continuously as its secretary-treasurer. He made it a practice to attend all meetings of the commissioners.

Plan to Expand Company

Colonel Button says that it is planned to enlarge the Union Life, increasing its capital and expanding the scope of its operations. While the company has been specializing in the writing of industrial and sick benefit lines, it has also been writing some ordinary life business. Expansion of this type of business is contemplated in particular. The company is now operating with a capital of only $25,000, the bulk of which is owned by the widow of John N. Lawler, who died recently. Mrs. Lawler remains in control of the company. So far, the Union has confined its operations to Virginia, maintaining district offices in principal cities in the state. Colonel Button is not buying an interest in the company. He says he is becoming associated with it as its executive head at a very satisfactory salary.

ACTION BIG SURPRISE

WHITE SULPHUR SPRINGS, W. Va., Oct. 3.—The announcement of Col. Joseph Button's resignation as Virginia insurance commissioner came as a great surprise to the casualty convention here. Seemingly he had given no intimation to his closest insurance friends. He had been invited to the meeting here and sent a letter expressing his regret, stating he would become president of the Union Life of Richmond. He said he would continue to attend the insurance commissioners' meetings and thus keep in touch with the business.

Col. H. P. Dunham, Connecticut commissioner, who is president of the National Convention of Insurance Commissioners, is attending the meeting here. He was surprised at the news. Colonel Button's long tenure of office, both as commissioner and secretary of the commissioners' convention, made him a nationally known figure in insurance. His resignation will present some problems to the commissioners' organization. He knew what had been done, how, why and when, for 25 years. He was the man who looked after all the details and kept the machinery going. President Dunham said that some commissioner will be named as his successor. He does not feel the members want a secretary who is not a commissioner, even if he be a department official.

Colonel Button was chairman of the committee on examinations, the most important in the association's administrative mechanism. To appoint a new chairman who will be as acceptable as Colonel Button will require most careful thought and consideration. Colonel Dunham will get in touch with the executive committee as soon as possible, although official action may not be taken until the commisioners meet in New York early in December.

Heads Company



COL. JOSEPH BUTTON
Virginia Insurance Commissioner, Who Has Resigned to Become President of Union Life of Richmond

New York September Figures "Off"

NEW YORK, Oct. 3.—September saw a slight check in life insurance production in New York City, though the situation was somewhat "spotty," certain offices reporting sizeable increases in spite of the general trend downwards. Most offices either just held their own or showed decreases for the month. The year to date totals, however, held up well, so that there is little doubt now that, even with a check in the last quarter, the 1929 totals in all offices will be above last year's record high point. Several offices have special campaigns under way for the last quarter or portion of it, so that the next three months may see an even greater margin over last year's figures.

Ives & Myrick Hold Lead

The one office to make an outstanding gain for the month was the Ives & Myrick agency of the Mutual Life of New York, which holds its lead for the city. It showed a gain of $1,25,0000 for September, writing $3,771,300, against $2,536,406 last September. Its 1929 total so far is $37,324,807, compared with $33,414,727 last year.

The Charles B. Knight agency of the Union Central was second with $2,700,000, compared with $2,830,315. Its total to date is $32,342,523, against $29,788,007 last year.

Hall Agency Stands Third

J. Ellittt Hall, Penn Mutual Life, reports $2,311,671 for September, compared with $2,372,820 the same month last year, and a total of $27,980,94 compared with $26,609,572 last year.

Beers & Delong, Mutual Benefit Life paid for $1,925,500 in September, compared with $2,654,875 last September Their total for the year is $24,432,40 compared with $23,234,443 last year.

R. H. Keffer of the Aetna Life ha $1,721,250 in September, compared wit $2,871,150 last September, and total s far of $28,509,598, compared with $24,242,092 last year.

Several Over Million Mark

Peter M. Fraser, Connecticut Mutual reports $1,537,000 for last month, compared with $1,536,100 last September the total to date being $21,929,070, compared with $18,026,700 last year.

J. C. McNamara, Guardian Life, paid for $1,431,695 in September, compared with $1,040,000 last September, and thus far this year paid for $19,049,89 compared with $12,287,915 last year, a gain of 50 percent.

Keane-Patterson, the Massachusetts Mutual, paid for $1,429,000 in September, compared with $1,040,000 last September, and their year-to-date figure is $15,749,638, compared with $10,325,72 also a 50 percent gain.

Harry Gardiner of the John Hancock Mutual, ordinary department, paid for $1,114,500 in September, compared with $581,500 last year, bringing the year-to-date total up to $10,925,515. The summer quarter gain in this agency was $1,500,000.

"U. S. Daily" Plans Insurance Service Managed by Clark

WASHINGTON, D. C., Oct. 3.—David Lawrence, president of the "United States Daily," which is published here, announced today that in the expansion of the newspaper, devoted to governmental news, state activities and insurance news of the 48 states will be included. This step is being taken because of the outstanding success which the paper has had in the field of national affairs and a great demand for a similar service on state matters. Many types of business have their most direct contact with government in the state field, and this is particularly true of insurance, Mr. Lawrence says.

Plans have been made to initiate the state service on Oct. 15, the news being carried under several headings, such as insurance, banking, taxation, etc. Rollin M. Clark, assistant manager of the insurance department of the National Chamber of Commerce, has resigned to assume charge of the insurance division of the "Daily."

Mr. Clark became associated with the chamber's insurance department in 1923 after several years' experience in fire insurance. For the past two and a half years he has been assistant manager of the department.

Another Insurance Page

The Hartford "Times" is now running a weekly insurance page. Although it will also carry spot news, the page is intended chiefly as an educational medium, and articles will be contributed by leading insurance men on various phases of insurance for the edification of laymen.

Chance of Death in Plane One in 4,000, Say Actuaries

HARTFORD, Oct. 3.—The chance of death in an airplane trip operated by licensed pilots over scheduled passenger routes is about one in 4,000, it is disclosed by a report of the committee on aviation statistics of the Actuarial Society of America.

The committee consisting of J. E. Hoskins, assistant actuary of the Travelers, R. D. Murphy, vice-president of the Equitable Life of N. Y., and H. R. Bassford, assistant actuary of the Metropolitan Life, found in investigating the aviation hazard during last year that 13 passengers were killed out of about 50,000 who were carried in scheduled flights. The committee was unable to compute the death rate for passengers carried in other than scheduled trips, inasmuch as figures were not available on the number of passengers accommodated.

Highest on Schedule Routes

Among the various classifications of pilots studied, it is disclosed that the fatality rate during the year was highest among those operating planes over scheduled routes, where it amounted to 45 for each thousand. This is no doubt due to the greater amount of time spent in flying by this class of pilots.

During the year the deaths among all federally-licensed pilots were at the rate of 35 for each thousand for the first six months and 25 during the last half of the year. Among transport pilots, who are licensed to carry persons and property for hire and also to give instruction, the manual death rate was 32 for each thousand, while among limited commercial flyers, whose carrying of paying passengers is restricted to specified areas, the mortality rate was 16 on the same basis of computation.

"The Investment Trust Service of Life Insurance," by Albert G. Borden, brings out, (1) The creation of an estate, and (2) the administration of one. Price. $1.50. Order from The National Underwriter.

Launch New Era in Washington

Annual Meeting of National Association of Life Underwriters Sets High Mark

NEW ATTENDANCE RECORD

Program, Rather Heavy-Looking at First Sight, Well Received by Those in Attendance

The annual convention of the National Association of Life Underwriters, held in Washington, D. C., last week, was the largest and probably the most enthusiastically received session that organization has thus far staged, and its close adherence to the central theme of the passing of the first hundred billion gave it an unusually timely and effective setting.

The meeting was especially well handled throughout, so far as both the National association officials and the local committees were concerned. Especial credit was due to the Washington convention committee, headed by John F. Cremen, and the organization ability which Mr. Cremen demonstrated in that connection was recognized by his selection as secretary of the National association for the coming year.

Heat Cuts Crowd at Finish

The registration hit a new high mark and the attendance at the convention sessions was well maintained, except for the sixth and concluding session. The weather throughout the convention was a little too warm for comfort and the ventilation in the convention hall was not of the best, so that by the end of the meeting it was not surprising that the delegates became somewhat restive. The outgoing train schedules, with an array of afternoon trains, also served to lighten the attendance at the finish, as many left before the adjournment of the convention in order to reach their homes in various eastern cities that night.

The program, which appeared a bit heavy and burdensome before its presentation, proved to be very well balanced and generally acceptable. It was perhaps lacking in the "lighter" features that have marked some previous conventions, but the oratorical flights of some of the speakers served to dispel any somnolence that might have resulted from a succession of addresses of the heavier type. After all, most of the people who attend this particular convention are there for business and don't mind sitting through a heavy program, if they feel that they are getting something out of it—and if weather conditions are favorable.

Change "Era" to "Decade"

There was something there for everyone, from company head through agency and managerial ranks to even the policyholder himself, had he been present. It did not put undue emphasis on any one phase of the business, but rather was all-inclusive in dealing with life insurance, building the entire picture about the central theme of the next decade when the second hundred billion will go on the books. This, in fact, was summed up by Paul F. Clark, retiring president, when he changed the convention theme from the "era" of the second hundred billion to the "decade" of the second hundred billion, on the suggestion of President Frederick H. Ecker of the Metropolitan Life, who said "era" implied a long period, whereas life insurance is looking for the next mile post in just about ten years.

Mr. Ecker's address was undoubtedly the high point of the program, marked as it was by the presence of an unusual number of men of outstanding prominence in company ranks. His analysis of the financial side of life insurance, while dealing with what might be regarded as a technical subject, held the attention of his hearers in spite of the fact that they are concerned primarily with an entirely different phase of the business. It was a talk of national significance and fittingly selected as the convention speech to be broadcast throughout the country by the radio chain.

It was a logical "new era" convention. The various business reports on the year's activities pointed to this, for during the current year the National association shows a complete recovery from a rather unfortunate slump of a year or two ago. Instead of membership declines, as reported a year before a notable increase was reported this year, with the 20,000 mark almost passed and goals as high as 40,000 set for the

(CONTINUED ON PAGE 15)

Sees Fine Progress



GEORGE L. WILLIAMS

George L. Williams, chairman of the board of the Union Central Life, spoke this week before the casualty convention at White Sulphur Springs, giving the trends in life insurance. Mr. Williams' address was well received.

Whitsitt General Counsel of Presidents' Association

NEW YORK, Oct. 3.—Vincent P. Whitsitt, attorney of the Association of Life Insurance Presidents since June, 1927, was elected general counsel at the meeting of the association Tuesday. The position had been vacant since the death of Job E. Hedges in 1925. Mr. Whitsitt, who was graduated from De Pauw University in 1914 and from Columbia University law school in 1920, entered the service of the asosciation more than nine years ago. Prior to being attorney, he was assistant secretary for a number of years.

At the same meeting, Hobart S. Weaver, who in December, 1928, was appointed assistant secretary of the association, was elected to succeed Mr. Whitsitt as its attorney. Mr. Weaver was an honor graduate of Yale in 1916 and was graduated from Columbia University law school in 1920. He was in active law practice for more than eight years in New York City before joining the association's staff last year.

Changes in Life Business in Recent Years Reviewed

Many changes have occurred in the life business of recent years, among the more important being the insurance program idea, extension of service by companies to beneficiaries after death of insureds, organization of the American College of Life Underwriters and the degree of "Chartered Life Underwriter," George L. Williams, chairman of the board of the Union Central Life, declared at the joint convention of the International Association of Casualty & Surety Underwriters and the National Association of Casualty & Surety Agents at White Sulphur Springs, W. Va., this week.

Mr. Williams paid particular respects to American life agents, who he said, have placed a billion insurance in force, half of it within the last seven years, and incidentally three times the amount per capita in force in Great Britain, where a comparable agency system has not been developed. He particularly noted the radical change from the old type of agent who was fit for a comic strip, who was an intolerable nuisance and who was inefficient, inept and a failure, to the modern type, highly skilled in his profession.

Excerpts from Talk

"What has brought about this change?" Mr. Williams asked. "I think principally a more intelligent application of insurance specific needs and the development of higher types of selling, that have resulted in extending the field of life insurance, the writing of larger individual lines and in greater rewards for intellligent service.

"Inspired by their agents many of the life insurance companies now offer educational courses of varying degrees of thoroughness, some required by generally optional; and many of the larger agency officers conduct schools within the agency, usually offering a narrow range of study, but helpful for those who can not attend the more formal and extended college courses.

"Improvement in the quality of agency representatives appears to be one of the major trends of life insurance today. Another associated with it, partly as cause and partly as result, is the development in fitting insurance policies to the specific requirements of the situation of the insured that has had so copious an influence in increasing individual life insurance holdings.

Revives Old Prospects

"Old policyholders became live prospects for this new coverage, and young men purchased their first policies with the idea that others were to be taken from time to time to complete their program. The insurance program is applied to business needs no less beneficially than to those of the family. The idea of the insurance program embodies a trend in life insurance practice which I think will be of increasing importance and usefulness.

"Although life insurance companies and agents are in keen competition for the favor of the public, as is right and desirable, both companies and agents display as well a steadily increasing spirit of cooperation and mutual assistance in the consideration and solution of their common problems.

Trend to Low Cost Forms

"There seems to be a tendency on the part of the insuring public away from endowment and limited payment policy plans toward the low premium plans.

"I believe the life insurance business may be indebted to the casualty insurance agent for a substantial part of the growth in life insurance. By the placing of adequate lines on health and accident insurance, and insurance against the casualties of business and property ownership, you minimize the necessity of savings funds to absorb the losses you have assumed; you protect your clients against the risks and hazards of life and release a larger proportion of their income to be applied to providing for the consequences of death."

Holcombe Trophy Contest Judges Are Selected

In connection with the annual convention of the Insurance Advertising Conference in Cleveland, Oct. 6-9, interest runs high in the Holcombe Trophy contest, an annual feature of these conventions. Each insurance advertising manager member is invited to submit his best effort in the line of a series of newspaper or other publication advertisements; posters; folders; stuffers, or other advertising matter which he has used in a campaign for a period not more than 18 months prior to Sept. 1, 1929.

Donated by Phoenix Mutual

The prize is a handsome, large cup which was donated by the Phoenix Mutual Life in 1923. The winner holds the cup in his possession until the next annual convention—three wins being necessary to secure permanent ownership. Thus far the Hartford Fire has won two of the contests, and the Metropolitan Life and the Prudential one each.

The judges for this year's contest are as follows: Charles W. Mears marketing counselor, dean of Cleveland Advertising Club school of advertising and sales; Roy N. Schlick, president, the W. R. Mathews Company, advertising typographers of Cleveland; William Feather, president, the William Feather Company, printers and publishers of Cleveland.

Equitable Life Holds Anniversary Celebration

(CONTINUED FROM PAGE 3)

and financial skill, but that the whole administration is controlled by the idea that it is a vast fiduciary enterprise, in every department of which the interests of the policyholders must ever hold first place in both the imagination and action of officers, directors, managers and agents."

William Alexander Honored

In particular celebration of the company's 70th anniversary, there were several talks by veterans of the field and home office. William Alexander, beloved secretary of the company, was toasted by President Parkinson as the veteran of the organization, with 60 years of service on record. Thomas B. Sweeney of Wheeling, W. Va., veteran agency manager, spoke for the older half of the staff and James H. Harropp of Salt Lake City spoke for the newer men, the latter presenting a gigantic bouquet of 60 American Beauty roses. Henry J. Powell, general agent at Louisville, and a past president of the National Association of Life Underwriters, spoke for the entire agency force and gave one of his usual inspirational rambles among the high spots of the business. President Parkinson then brought the banquet to a close with a message on waste elimination as the great need for tomorrow in the business, conservation of business written and conservation of life being the two basic essentials.

Biloxi Bound!



At beautiful Biloxi, on the Gulf Coast of Mississippi, miles of bridle paths greet those who enjoy horseback riding. The shady paths, bordered with weaving palms, wind about among the live oaks, magnolias and shrubs, with no automobile traffic. What more could man want to furnish relaxation, exercise, or mental relief from long months of business pressure?

The trip to Biloxi in January will be a memorable and gala one for American Central fieldmen who distinguish themselves by attaining membership in the Company's Field Club—an organization composed exclusively of the American Central's best producers.

Just one of the many reasons why American Central representatives are happy and successful.

ESTABLISHED 1899
AMERICAN CENTRAL LIFE
INSURANCE COMPANY
INDIANAPOLIS

No. 7 of a Series

Refuses to O. K. Sale of Grange to Ohio National

PRESIDENT HULL SILENT

Commissioner Livingston Says He Sees No Reason for Merger Which Would Disturb Policyholders

LANSING, MICH., Oct. 3.—Commissioner Charles D. Livingston has notified Nathan P. Hull, president of the Grange Life, that he will not give his approval to the proposed sale of the Lansing company to the Ohio National Life of Cincinnati.

In his letter of disapproval, the commissioner virtually gave notice that no merger of a solvent Michigan life carrier with any other company will be countenanced in the future by the state department. This policy is being adopted by the department, it appears, to protect the policyholders of Michigan companies from the disquietude and uncertainty resulting in a reinsurance deal involving their carrier.

In the particular case of the Grange Life, the commissioner indicated he could see no reason for sale of the company, which has been a conservatively operated and profit-yielding carrier and is in as good financial condition, it is claimed, as any company of similar size in the country.

Hull Makes No Comment

President Hull of the Grange Life was unwilling to make any comment in regard to the commissioner's action. He said he could not forecast what steps, if any, would be taken by his company as the result of the disapproval of the sale proposal. It is not generally believed, however, that any action will be taken to attempt an over-riding of the commissioner's veto. C. H. Bramble, secretary, was quoted by the local press as declaring early this week that the Grange Life would continue in business and maintain its headquarters in Lansing as in the past.

Sun Life's Swampscott Meeting Well Attended

The agency gathering of the Sun Life in Swampscott, Mass., last week was the largest ever held by the company, with about 1,000 big producers in attendance. The United States had the largest representation. Montreal led the cities, however, while western Ontario had the largest number of quarter million dollar producers.

Among officials taking part were: T. B. Macauley, president; A. B. Wood, vice-president; E. A. Macnutt, treasurer; H. O. Leach, superintendent of agencies for the United States; John A. Tory, supervisor for western Ontario; W. S. Penny, superintendent of agencies for Canada, and George H. Harris, supervisor of the field service bureau. James W. Simpson, chairman of the agency executive committee, presided.

A feature of the meeting was the address by President Macaulay regarding the company's investments, in which he stated that the assets had greatly increased in market value this year.

Estate Tax Issue Up

Among the cases coming before the United States Supreme Court is that of John L. Mimmaugh, Jr., executor, against United States court of claims. The question is whether the court of claims erred in holding that under the revenue act of 1918 the proceeds of life policies taken out by the decedent on his own life were subject to estate tax if the insurance was taken out before the passage of the act and before the passage of any estate tax law. The issue is whether the tax under the circumstances is without due process.

Conway to Hold Hearing About Two Annuity Forms

MAY WITHDRAW APPROVAL

New York Superintendent Is Opposed to Contracts with Little Better Than Interest Return

NEW YORK, Oct. 3.—Hearings will be held by Superintendent Albert Conway of New York in the department's Manhattan office Oct. 8 to obtain views on the question of approving two forms of annuity contracts. One is a single premium annuity providing for return of entire premium, less a small expense charge, in case of death, on which the loan values are approximately those of the single premium deposit. The other form is a single premium life annuity, a part of the premium being handled as a banking proposition on a basis similar to the first mentioned contract.

"In effect the so-called annuity payable under such annuity contract is merely an interest return on the single premium deposit," Superintendent Conway stated in his announcement. "The life companies assume practically no risk under such contracts. The company holds the single premium deposits and returns to the insureds a part of the interest earned thereon.

"In some cases the transaction is largely one of bookkeeping, inasmuch as the insureds borrow the full amount of the usual single premium deposits, on which loans they pay interest at the rate required by the company. The so-called annuity paid to the insured is usually equal to 3 percent or 3½ percent plus dividends.

"Such contracts are in the nature of banking transactions. While they may be of assistance to insureds in matters of taxation, it would not appear that they serve any useful purpose so far as insurance protection is concerned."

These two contracts are now being issued by several life companies authorized in New York and previously had been approved by the department. The hearing will be for the purpose of deciding whether this approval should be withdrawn, Superintendent Conway said.

Bankers Life Gains Victory in Assessment Controversy

DES MOINES, Oct. 3.—Victory of the Bankers Life of Des Moines in litigation involving its assessment members has been confirmed by action of the Iowa supreme court in over-ruling the petition for a rehearing of the Wall case. This action finally disposes of the prolonged court proceeding originally instituted by a certain group of assessment members headed by Joseph Wall of Carroll, Ia., in the spring of 1927.

The main action was tried before Judge O. S. Franklin in the district court of Polk county and resulted in favor of the Bankers Life. The supreme court affirmed the decision of the lower court, Jan. 23, 1929, and the petition for rehearing is now overruled.

Wall and a number of other assessment members had protested that their interests had suffered through changing of the company to a legal reserve basis, the placing of assessment policyholders in a separate class and the method of handling funds. Judge Franklin decided that the company had properly managed funds, that the policyholders had lost nothing by the change and that assessments of recent years were legal. This was the decision which the supreme court affirmed in January and declined to alter at its present session. At the time of the district court suit it was said that 2,000 policyholders had joined in the action.

The Pan-American Salesman Says:—

"Competition?— It Doesn't Give Me a Thought!"

"In the first place, I don't believe competition enters into one out of ten cases. But when it does, I am ready! I have our 5 Point Victory Policy which, over a period of twenty-five years, has, I believe, the lowest net cost of any guaranteed policy in the country.

"Or, I have our Commercial Ordinary Life Policy which is mighty hard to beat! Then there are the Endowments at age 60 and 65 which will stand up against any other contracts I know about. And of course there are others! No! Competition doesn't worry me."

* * * *

Pan-American representatives are happy because they are working under ideal conditions. They have policies which meet every need; they have prospects furnished by our Sales Planning Department; they have a knowledge of their business obtained through our Divisional Schools of Instruction; they have the support and cooperation of every person in the Home Office; they have liberal schedules of commission.

We have available territory in the following states. If you feel you can measure up to Pan-American standards, let us hear from you.

Ohio, Illinois, Indiana, Tennessee, North Carolina, West Virginia, Missouri, Virginia and Georgia.

ADDRESS:

PAN-AMERICAN LIFE INSURANCE COMPANY

NEW ORLEANS, U. S. A.

CRAWFORD H. ELLIS
President

E. G. SIMMONS
Vice President and General Manager

Plans for Cincinnati Meeting Taking Shape

LOW FARES TO CONVENTION

Chairman S. M. Cross of Local Committee Has Full Program of Entertainment

The American Life Convention, which will hold its annual meeting at the Hotel Sinton, Cincinnati, Ohio, on October 15-18, inclusive, has perfected arrangements with the railroads whereby a special one and one-half fare rate for the round trip to the convention city will prevail, provided that a sufficient number of the visitors to the meeting obtain the necessary certificates when purchasing their railroad tickets to Cincinnati. The convention headquarters in St. Louis is sending a special bulletin to the membership advising that a "certificate" and not a "receipt" be asked for when the ticket is purchased.

In keeping with the best balanced business program ever presented at an American Life Convention meeting the Cincinnati local committee, headed by S. M. Cross, president Columbia Life, has prepared a splendid entertainment bill of fare.

Chairman Cross, who has had splendid cooperation from other insurance men and women of Cincinnati is the preparation of the local arrangements, has endeavored to see that there will not be a dull minute for the members and their ladies during the stay in the Queen City. There will be dinner dances, bridge parties, drives, garden parties, teas, automobile drives, etc., almost every afternoon and evening. And in keeping with the custom of the American Life Convention each special guest will have a host whose duty it will be that the visitor has his every want anticipated.

In accordance with the traditions of the convention the annual dinner dance will be the de luxe feature on the entertainment program. The menu will be prepared by an epicure, while the music is to be dispensed by a nationally famous dance orchestra.

A tea and musical at the Cincinnati Women's Club is another delightful treat in store for the ladies. A visit to the Cincinnati Zoological Gardens has also been arranged.

The management of Hotel Sinton is also giving a complimentary tea to the fair visitors in the famous Chatter Box of the hotel.

For the men the outstanding events will be the golf tournament on Oct. 14-15 and the golf dinner the evening of Oct. 15.

The executive committee of the convention will meet on the night of Oct. 14 and the tax committee the morning of the same day.

SHOWS WIDESPREAD CIRCULATION

Widespread distribution of the "Life Payments Localized Number" of THE NATIONAL UNDERWRITER is evidenced by the replies which the Peoples Life of Illinois received from its advertisement which ran on the front cover. Requests for juvenile insurance circulars which were offered were received from England and Paris, France.

J. W. Baker

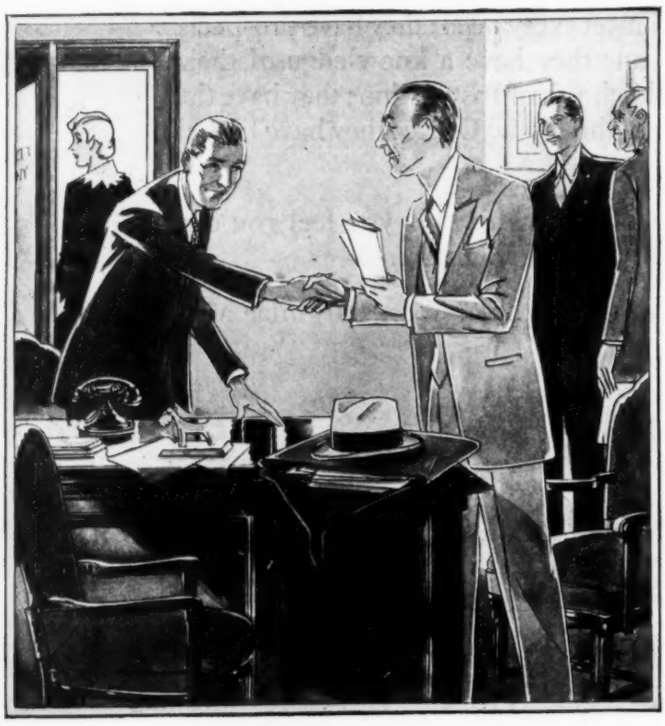
J. W. Baker of Houston has been appointed general agent for the National Standard Life. He has been district manager for southeast Texas for the Maccabees the past seven years.

LITTLE STORIES *from the* FILES *of a* GREAT INSURANCE INSTITUTION



THE City of Muskegon had determined to build a breakwater. The contract for its construction had been awarded to a contractor of experience, well qualified to perform the job. However, his quick assets were limited and he faced difficulties in securing the necessary Surety Bond guaranteeing the completion of the contract. Needing bond immediately, he appealed to a local insurance agent.

The agent represented an eastern company and he realized that the complexities of the situation would involve lengthy correspondence before the bond could be issued. Casting about for a solution of the problem he thought of Continental, conveniently located nearby, and by telephone he arranged to send his client in to the Home Offices, that the latter might personally explain his situation to our Surety executives.



Upon the arrival of the contractor it was found that although his ready cash was limited he owned $150,000 worth of machinery, and in addition, he declared that he had a $50,000 line of credit with his bank to finance the job he had undertaken. His banker verified his statement by telephone and Continental promptly issued the desired Bond, which the contractor took back to Muskegon with him the same evening. The agent collected a substantial commission and won the good will and business of a valuable client. Recognizing good service, he also took on Continental representation.

This case is but one of many examples of the unfailing service the Continental Companies offer to insurance field men. A staff of highly-trained executives and a Home Office organization of nearly 1,000 competent employees stand in constant readiness to render business building, profit-winning assistance to Continental representatives.

CONTINENTAL CASUALTY COMPANY
CONTINENTAL ASSURANCE COMPANY
CHICAGO . . . . . ILLINOIS

Actuaries of Two Groups to Hold Toronto Meeting

PAPERS UP FOR DISCUSSION

Secretary Fassel Warns Members to Take Along Proof of Citizenship to Sessions Oct. 9-14

Fall meeting of the American Institute of Actuaries, to be held in the Royal York hotel, Toronto, Can., Oct. 9-11, jointly with the Actuarial Society of America, promises an interesting program for men in the technical side of the insurance business.

A joint session will start at 10 a. m. the first day and a luncheon will be tendered to members by Ontario companies. The first exclusive session of the institute will start at 9:30 Thursday morning, to be followed a half hour later by a joint session, and another joint session will start at 2:30 p. m. The society and institute will have a dinner at 7:30 that night. The society will hold its first exclusive session starting at 9:30 Friday morning and shortly afterward a joint session of the two organizations will be held.

Discussion of Papers

Addresses by the presidents of the institute and society will be followed by a presentation of papers. There will be a discussion of papers read at the institute meeting by Percy H. Evans on "Substitutions and Some Related Topics," Ross E. Moyer on "Modern Treatment of Premiums at Death," Henry H. Jackson on "A Final Illness Benefit," Rainard B. Robbins on "The Accrued Liability of Retirement Plans," J. F. Reilly, "Osculatory Interpolation with Trigonometric Functions," Reinhard A. Hohaus, "Group Annuities," and Wilbur M. Johnson, "Valuation Factors for an Attained Age Valuation of Some Special Varying Benefits—Actuarial Note."

There also will be discussions of papers read at the previous society meeting, including those by Arthur Pedoe on "The Actuarial Profession on the North American Continent," J. M. Laird, "Should Disability Be Subject to Prorate?" Charles E. West, "Company Practice—Annual Statement;" James E. Hoskins, "A New Method of Computing Non-Participating Premiums;" M. Albert Linton, "Section 97—New York Law, Revision of 1929;" Rainard B. Robbins, "Group Life Insurance—What Shall the Expression Include?" Ralph Keffer, "An Experience Rating Formula," and W. R. Williamson, "Actuarial Note: Does Group Life Insurance Cost Show a Tendency to Increase with the Age of the Contract?"

Disability and Group Up

There will be an informal discussion on disability, as to what bases are available for the new disability rates, underwriting, etc., and large risks will be considered, with especial reference to what practical steps are being taken to guard against adverse mortality.

Arrangements have been made for reduced fares to the meeting and a special sleeper will leave Chicago, central station at Michigan avenue and Roosevelt road, at 5:40 p. m. Oct. 8, arriving at Toronto Wednesday at 8:25 a. m., the car number being 1828. Members are reminded by E. G. Fassel of Chicago, secretary of the institute, to take along their citizenship papers or other documents which will permit them easy reentrance into the United States after the trip, otherwise, they may experience difficulties.

Organize Bowling League

The home office forces of the Kansas City Life have organized a bowling tournament in which 58 men, comprising eight teams, will participate. The series began on Oct. 2, and will continue for 21 weeks, with contests every Wednesday night.

Sun Life Stock Hits High Spot

Cynosure of all eyes, not only in the insurance business but in general investment circles, is the stock of the Sun Life of Canada, whose price has been pyramiding in value in a manner that would be startling even in the case of an active industrial stock.

Not satisfied with jumping from around $2,400 to $2,800 recently in a single month, the Sun Life stock now has risen to a peak $1,000 higher than that. Sun Life shares sold in Montreal Sept. 21 at $3,800. Last week $4,050 was bid and $4,200 asked.

A large factor in this price may have been the persistent rumors that the company would shortly distribute a special dividend in addition to the regular 25 percent dividend to which stockholders have been accustomed.

In attaining this price the Sun has established a world record in the insurance business. Its nearest competitors, according to the quotations of Lewis Dewes & Co., 111 West Monroe street, Chicago, an investment house, are the Travelers, with a bid of $1,825 last week, the Aetna Casualty & Surety for which $2,040 was bid, the Phoenix of Hartford and Providence Washington, two fire companies, each bid at $1,050, with the Hartford Fire at $1,060. Below that were the Boston Fire, $1,010; Home Fire of New York, $708; Hartford Steam Boiler, $785; Commonwealth Fire, $700; City of New York, $760; Preferred Accident $600, and so on.

Marked discussion at the commissioners' Toronto convention centered around the question of investment, a considerable opinion being that companies should be permitted a little wider latitude. The Sun Life's remarkable investment history, emphasized by the meteoric rise of the value of its stock during the last two months, probably played a large part in bringing this subject up for serious consideration.

A. L. C. Golf Tournament Scheduled for Oct. 14-15

The annual golf tournament of the American Life Convention will be held Oct. 14-15 at the Cincinnati country club and the local entertainment committee has arranged so that those who wish to play the course in advance may do so on Sunday, Oct. 13.

First Vice-President J. Fairlie of the Abraham Lincoln Life, Springfield, Ill., who is chairman of the A. L. C. golf committee, asks that members who wish to play indicate immediately, noting whether they will participate merely in the official tournament or also desire to play on the preceding Sunday. Entrance, greens and caddy fees are to be paid personally by each player and will be collected at the tournament.

Qualifying Round Monday

The qualifying round of 18 hole medal play is scheduled to start at 8:30 o'clock Monday morning, Oct. 14, with prize for low gross. There also will be a putting contest with prizes for low gross and second low gross, and a blind bogey contest, each player selecting his own handicap, prizes being offered for net score nearest the selected bogey and for second nearest net score.

The first round of 18 holes for all flights, match play, will be started Monday afternoon at 1 o'clock and the second round at 8:30 o'clock Tuesday morning. The finals will be played off starting at 1 o'clock Tuesday afternoon, match play. The flight prizes will be one for the winner and one for the runner-up in each flight. There will be in addition a consolation handicap of 18 holes, medal play, to which all players except those in the flight finals are eligible, there being prizes for low net score and second low net.



TEN YEARS FROM NOW - - - - *WHAT?*

Your success—or failure—depends in large measure on the co-operation of your home office.

Representatives of Register Life receive the intimate, *personal* assistance of *executives* of the Company—a spirited co-operation that has proven eminently successful. That co-operation continues uninterrupted year after year, building *your* future as an integral part of our own.

That personal contact is but one of **22** direct sales helps our representatives enjoy. We will be glad to explain them all to you, without obligation.

Your request for information will be held confidential. Address A. E. Littig, Secretary, Dept. 310.



Visualized Selling

A portfolio specially prepared for Register Life representatives—presenting the prospect's eye with forceful sales arguments. Its use has proven it to be exceptionally effective.

Another of the 22 Register Life direct sales helps.

REGISTER LIFE INSURANCE *Company* *of Davenport, Ia.*

A 40-Year-Old 3% Mutual

Low Net Cost Record



MARYLAND!!

General Agency positions open at,

CUMBERLAND HAGERSTOWN WESTMINSTER
FREDERICK ROCKVILLE

Excellent territory—Special Direct Contract—Wholehearted Home Office Cooperation

George Washington Life Insurance Company
CHARLESTON, WEST VIRGINIA
HARRISON B. SMITH, President

COLORADO—ILLINOIS—INDIANA—IOWA—KANSAS—KENTUCKY—MICHIGAN—MINNESOTA—MISSOURI

"INDEPENDENCE FOR DEPENDENTS"

Request details for our remunerative contracts for

AGENCY MANAGERS FOR
PENNSYLVANIA, OHIO, WEST VIRGINIA, ILLINOIS, INDIANA, COLORADO

You will benefit by our special attention now to these States

SECURITY LIFE INSURANCE COMPANY OF AMERICA

O. W. JOHNSON, President 134 North La Salle Street, Chicago **S. W. GOSS, Vice-President**

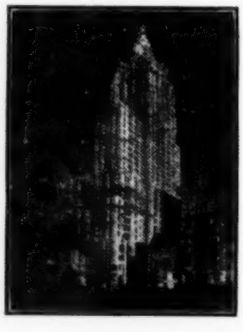
ARKANSAS—CALIFORNIA—NORTH CAROLINA

OHIO—OREGON—PENNSYLVANIA—TENNESSEE—VIRGINIA—WASHINGTON—WEST VIRGINIA—NEBRASKA

New York Life Directors

The success of any Company is primarily a matter of management—that is, of MEN. Following is a list of Directors, New York Life Insurance Company, the most recently elected being Calvin Coolidge:

LAWRENCE F. ABBOTT.....Director Valentine & Co.
JOHN E. ANDRUS .....Manufacturer
NATHANIEL F. AYER.....Textiles
CORNELIUS N. BLISS.....Commission Dry Goods
MORTIMER N. BUCKNER { Chairman of Board, New York Trust Co.
THOMAS A. BUCKNER.....Vice-President
NICHOLAS MURRAY BUTLER { Pres't Columbia University
CALVIN COOLIDGE { Former President of the United States
GEORGE B. CORTELYOU..Pres't Consolidated Gas Co.
WALTER W. HEAD.....Pres't State Bank of Chicago
CHARLES D. HILLES.....Insurance Manager
ALBA B. JOHNSON.....Retired, Philadelphia, Pa.
PERCY H. JOHNSTON Pres't Chemical Bank & Trust Co.
WILLARD V. KING { Chairman Advisory Board, Irving Trust Co.
DARWIN P. KINGSLEY.....President
RICHARD I. MANNING.Farmer, Columbia, So. Carolina
JOHN G. MILBURN.....Lawyer
GERRISH H. MILLIKEN.....Deering, Milliken & Co.
FRANK PRESBREY...Frank Presbrey Co., Advertising
JOHN J. PULLEYN.Pres't Emigrant Ind. Savings Bank
FLEMING H. REVELL { Fleming H. Revell Co., Publishers
GEORGE M. REYNOLDS { Chairman of Executive Committee, Continental Illinois Bank & Trust Co., Chicago
HIRAM R. STEELE..Steele, DeFriese & Steele, Lawyers
JESSE ISIDORE STRAUS.Pres't R. H. Macy & Co., Inc.
RIDLEY WATTS..... { Ridley Watts & Co., Dry Goods Commission



NEW YORK LIFE INSURANCE COMPANY
MADISON SQUARE, NEW YORK, N. Y.
DARWIN P. KINGSLEY. . . . *President*

Hildebrand Takes Post with Provident L. & A.

NAMED WESTERN MANAGER

Resigns as Superintendent of Agencies of Sentinel Life to Take Over Supervision of Several States

F. L. Hildebrand, superintendent of agents and assistant manager of the Sentinel Life of Kansas City for the past three years, has been appointed western department manager for the Provident Life & Accident of Chattanooga, covering Colorado, Nebraska, Iowa, Missouri, Kansas and Minnesota. His headquarters will be at 318 Pioneer Trust building in Kansas City and, in addition to his work as western department manager, he will also have the general agency of the company in Kansas City, handling both the life and the commercial accident and health lines.

Has Had Wide Experience

Mr. Hildebrand is a young man with many years of insurance experience. He began his career in the general insurance agency conducted by his father for 30 years in Hiawatha, Kan. Removing to Kansas City, he opened up a multiple line agency of his own, representing various companies. In 1920 he became connected with the Employers Indemnity, (now the Employers Reinsurance), as a local agent in Kansas City and later was appointed field supervisor, rising next to assistant manager of the accident and health department. When the Sentinel Life was formed in November, 1926, he was made superintendent of agents, a position which he has held with success up to the time of his joining forces with the Provident. In addition to his duties as superintendent of agents he has also acted for the past two years as assistant manager of the company.

Continues Association With Barnes

F. L. Barnes, vice-president and general manager of the Sentinel, went with the Provident Sept. 15 as vice-president and manager of the personal accident and health department. Mr. Hildebrand and Mr. Barnes have been closely associated for a number of years, and this new plan of the Provident enables them to continue cooperating in their ideas of agency development and production.

Annual "Arnold Month" Drive

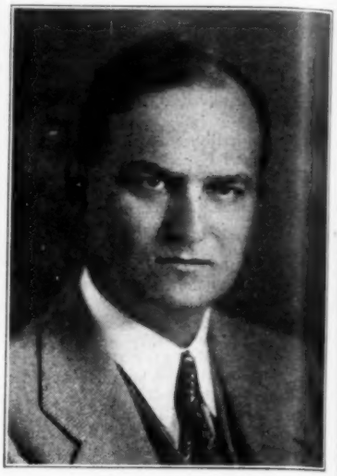
President O. T. Arnold of the Northwestern National Life is being honored by an "October for O. J. A." month, directed this year by W. F. Grantges, agency director. October is the month in which Mr. Arnold's birthday occurs, and it also is the fourth anniversary of his becoming president. It is announced that hustling agents will receive a personally autographed photograph of Mr. Arnold.

As an example of the rapid progress which the company has made during the four years in which Mr. Arnold has headed it, the percentage of gain in new business made in the first six months of 1929 over the first six months of 1928 is approximately three times as great as that shown in the first six months of 1928 over the same period in the previous year. The percentage increase in the first half of 1927 over the preceding year was 2.6, while in 1928 it was 6.7, and in 1929, 18.6.

Canada Life Starts Building

Toronto, Oct. 3.—Work has started on the new head office building of the Canada Life at University avenue and Queens street. Plans call for an 11-story building, "E" shaped, which will be part of a larger building program to be carried out in later years.

Takes New Position



WENDELL P. COLER

Wendell Phillips Coler, actuary of the Maccabees of Detroit, who becomes secretary and actuary of the American Life Convention, is a man well trained in his work through extended experience. He will attend the Cincinnati convention and thus come in contact with the members at once.

Continental Men Gather in Chicago for Meeting

G. F. Claypool, executive vice-president of the Continental Casualty and Continental Assurance, presided at the opening session Thursday of the One-Two-O Club convention in Chicago. Delegates from all over the country were welcomed by President Herman A. Behrens and H. P. Aiken, superintendent of agents, outlined the purpose of the meeting.

Interesting talks were those of D. Miley Phipps, director of field service, on "New Equipment," and Frank Copper on "Selling Life Insurance Through Creation of Trusts."

Dinner was held in the main dining room of the Stevens and the entire gathering enjoyed a theatre party.

L. L. Johnson of the home office was scheduled on Friday's program to talk on "Life Insurance—A Present Day Opportunity." Six dissertations on the subject, "How to Sell," were to be given by James Fitzsimmons, Harry P. Reager, Jr., Howard Lawrie, Fay Tryon, Maurice Killian and Harry Burford. Following luncheon the convention was scheduled to convene again with Dr. Harry W. Dingman, vice-president and medical director, in the chair.

A. A. Butler, resident vice-president on the Pacific Coast, is down on the program for a talk, and C. A. Teasdale, vice-president of the Continental Casualty, who will speak on "Casualty Insurance an Entering Wedge for Life Insurance."

F. H. Perdew, also vice-president of the Continental Casualty, was to speak on "Accident and Health Hour." The annual banquet is scheduled to be held Friday evening and the visiting agents will make a tour of the city Saturday by bus before returning to their homes.

Atlantic Life Expands

The Atlantic Life of Richmond will soon open general agencies in Chicago, Cincinnati, Columbus, Kansas City and Minneapolis. It has entered five states this year and is now operating in 20 states and the District of Columbia. The Atlantic Life's business for the first eight months showed an increase of 18 percent over last year.

Opportunity Beckons!

Men of ability and character, who are willing to give all they have to the organization and development of territory in the service of the

SPRINGFIELD LIFE

who are ambitious to enlarge their personal income tremendously, are invited to get into touch with the home office, at Springfield, Ill., at once.

All Standard Policies written, with or without Permanent Disability, Premium Waiver and Double Indemnity.

$1.00 A MONTH

Buys regular Old Line Ordinary Life Insurance for children, age six months up, and the same life insurance proposition is available to adults —age one day to 60 years.

Big Money for the Go-Getter

Send your inquiry directly and now, to
A. L. HEREFORD, *President*

SPRINGFIELD LIFE INSURANCE COMPANY
SPRINGFIELD, ILLINOIS

The Character Company

AGE

Established in 1906, the Midland Mutual is now older than 74% of all companies.

SIZE

The Midland has more assets and more ordinary life insurance in force than 84% of all companies.

MULTIPLE SERVICE

Free health examinations.

All modern forms of policies to fit every insurance need, including Annuities, Juvenile, Investment Contracts, Accidental Death and Total-Permanent Disability Protection and Income settlement provisions. Writes policies from age 1 day to 65 years.

LIBERAL POLICY PROVISIONS

Every policy participates in earnings.

Monthly disability payments are made in advance instead of at end of month.

Full reserve, without surrender charge, available as loan or surrender value at end of 2nd year.

Change to higher premium forms after 5 years may be made by paying difference in reserves only, not difference in premiums with 6% compound interest as is usually required.

EARNINGS

The Midland's interest earnings average 5.8% which is substantially higher than most companies. This enables the Company to pay 5% on policy proceeds and 4¾% on dividends left to accumulate.

MORTALITY

The Midland has always experienced an unusually low mortality. This, together with higher interest earnings has been reflected in large dividends to policyholders and exceptionally low net cost. Only the Midland and three other Life Companies have paid their policyholders more dividends annually than the total of their death claims each year during the past decade. Only one other Company as large as the Midland experienced as low mortality in 1928 as did the Midland.

PAYMENT OF DEATH CLAIMS AND DIVIDENDS

No death claim has ever been contested or compromised.

Death claims are paid on the same day that completed proofs are received.

Dividends are paid at the end of the 1st year and during disability and on paid-up policy additions.

In 1928 dividends to living policyholders exceeded the amount paid for death claims by more than 50%. No other company as large as the Midland attained this unusually high ratio.

THE MIDLAND MUTUAL LIFE INS. CO.
COLUMBUS, OHIO

"Its Performances Exceed Its Promises"

Your Name—

Constantly before your prospects and clients

Think what it means to have your name constantly before your prospects and clients! There is bound to be such a cumulative and subconscious effect on them from constantly seeing your name that after a time prospects and clients naturally will think of you when they need insurance. Your name on a calendar is one of the best ways of making your clients and prospects insurance-minded for your particular agency. Calendars are, also, one of the few advertising mediums that are kept throughout the year.

At last—a real insurance calendar

The National Underwriter has met the demands of life insurance agents for calendars by designing the first real insurance calendar—the only calendar that really meets the needs of every agent.

See what you get!

Here is a twelve sheet, two color rotogravure calendar printed in orange and black, size 16"x9". There is a new attractive picture each month and a definite selling appeal. Each month features a particular and timely kind of insurance. Thus not only is your name and advertisement featured for the whole year but during that time twelve graphic selling thoughts for various kinds of insurance are presented.

Your name easy to see

Your name and advertising will occupy a prominent space just under the picture and will always be readily seen. Large type easy to read will be used.

Large easily read figures

The calendar pads are large enough to be seen at a considerable distance—a distinctive feature of this calendar. The preceding and following months along with the moon changes are shown. At the bottom of each page is printed a selling suggestion which ties up with the picture for that month.

A worthwhile calendar

This calendar keeps your name and business constantly in front of your prospects and clients. It suggests the need for some form of insurance, and it is so attractive that anyone will be glad to hang it in their home or office.

The cost surprises you!

And here is a calendar priced within the reach of all agents. In lots of 100 the cost is only 14c each. The price scales down until in quantities of 1000 they cost only a dime apiece.

Exclusive franchise granted

It is possible to obtain the exclusive franchise on these calendars for your town except in certain large cities. This means that if you take the required number of calendars you and only you among all agents in your town will be able to obtain these calendars for distribution in your territory.

Time is limited

Not more than a month remains to get your order in because it is necessary to go to press early on this strictly insurance calendar. Obtain further information regarding the exclusive franchise for your town. Act today.

Clip and mail this coupon now!

The National Underwriter
A-1946 Insurance Exchange, Chicago

Gentlemen:

This is my application for the exclusive franchise on National Underwriter Calendars for 1930, in..... (Name of Town) .....I will buy..... (State) (Quantity) calendars. Please advise me at once if this territory is open and the quantity necessary to hold the franchise. This is not an order and does not obligate me to buy the calendar.

NAME .....

STREET ADDRESS .....

TOWN .....State.....

Life

Security Mutual Life Agents Hold Gathering

STEPHENSON OPENS MEETING

G. B. Graves and A. J. McAndless Address Nebraska Company—Tell Small Company's Function

The annual agency convention of the Security Mutual Life of Nebraska was held last week in Lincoln. The outstanding features of the convention were the addresses of A. J. McAndless, secretary of the Lincoln National Life, and George B. Graves, general agent at St. Paul for the Massachusetts Mutual Life.

Mr. Graves talked on "How to Sell More Insurance," explaining his methods of preparation, approach and canvass.

Mr. McAndless explained the value of modern underwriting methods in selling insurance that will remain in force longer than the average policy sold in the past. He also gave his ideas of the place of the small company in the field of insurance. He said the small company has a definite place, although he believed that the larger companies feel more kindly disposed towards the smaller ones than the latter to the former. He compared the small insurance company to the small mercantile establishment, holding both of them to be necessary to the proper conduct and development of business. He believes both will always exist, and that the small company should be the cleaner because of the nearness of contact with the bigger men of the community. He also stressed the advantage that agents in the service of the smaller company have because of their personal contact with its officials.

President Stephenson Talks

President E. B. Stephenson opened the convention with a brief review of the year. He said that the company was headed for the biggest year in its history and he expects a 20 percent increase. Lapses are much less and the mortality rate slightly decreased he reported.

H. A. Dillman won the presidency of the $150,000 club as leading producer for the year, with T. R. McPheters second as secretary.

The wives of the agents staged a little convention of their own in which methods by which they could help their husbands were discussed and experiences exchanged.

The convention closed with a banquet at which Governor Weaver and his wife were guests of honor.

The company staged a drive for $500,000 of new business during the 45 days preceding the convention, and overshot the mark by $15,000.

Spaulding's Agents to Meet

The R. E. Spaulding agency of the Mutual Life of New York will hold its annual convention Oct. 9.

Talks and sales demonstrations will be given in the morning. After a luncheon the afternoon session will also be given over to sales demonstrations and discussions pertaining to life insurance in all its phases including the trusteeing of life insurance and our business from the standpoint of the banker.

In the evening the banquet will be held. It is expected that over 150 will attend.

Jacobs Is Honored

Lorry A. Jacobs, chairman of the life group of the coming Insurance Advertising Conference at Cleveland, last week was elected president of the tenth district, Advertising Federation of America, at Dallas. Mr. Jacobs is director public relations for the Southland Life and advertising director for the Texas life insurance companies.

Made Chairman



JAMES A. McLAIN

"National Thrift Week" for 1930 wi start Jan. 17, "National Thrift Da and close Jan. 23 wth "National Sa Investment Day." "National Life I surance Day" will be Jan. 22. Graha C. Wells, George A. Hederich and H. Hobbs were appointed a special com mittee by the general committee t select a life insurance chairman for 193 James A. McLain, superintendent o agents of the Guardian Life, has bee chosen for this important post. He i now planning a conference of life insu ance men and will undoubtedly have committee to stimulate interest in li insurance day.

Whatley's Agency to Have Intensive Training School

A practical and intensive training course of 10 lessons will be started Oct 15 by the Aetna Life general agency of S. T. Whatley, Chicago, new president of the National Association of Life Underwriters. Classes will be held in the agency offices, 20th floor, Continental Illinois Bank building.

The first meeting will be Tuesday, Oct. 15, at 6:15 p. m., for organization purposes, and subsequent classes will be Tuesday and Thursday evenings, lasting for two hours.

Frank C. Wigginton, assistant general agent, will be in charge, under supervision of Mr. Whatley, and will be assisted by S. Leland, Jr., R. F. Wagenborst and C. E. Clinton, agency supervisors. There will be no charge but every man who enrolls must pay a fee of $6 for text books. The course is open to all independent brokers and persons contemplating life insurance as a business.

Back New Outfit

The Home State Savings Life of Springfield, Ill., which has been licensed as an assessment company, has as its officers J. T. Mayall, president; D. Sharpe, secretary. Mr. Mayall is president and agency director of both American Savings Life of Kansas City and the Central Life of Fort Scott, Kan. Mr. Sharpe holds the position of secretary in both of these companies.

Rose Takes Charge of Education

Harold Rose, for the past two years field service manager of the West Coast Life, has been appointed as superintendent of the sales educational department. Prior to his connection with the West Coast he was manager of the life department of Marsh & McLennan at San Francisco.

On Your Way To
or From
The
American Life Convention
Stop Off at Dayton,
the
Home of Aviation
and
The Gem City Life Insurance Company

I. A. Morrissett, *President*

GIRARD LIFE INSURANCE COMPANY

Opposite Independence Hall

Philadelphia, Pennsylvania

Has excellent General Agency openings in Ohio and Michigan under—

A GENERAL AGENCY CONTRACT WHICH MEANS

Larger first year commissions
Longer renewals
Larger overwriting commissions
All standard forms of policies (Participating and Non-Participating)
Liberal disability benefits
Double Indemnity benefit
Guaranteed annual reduction in the premium
Also cash dividends
Low net cost
Real Home Office Service

Twenty-three years of careful and conservative management has made the Girard Life one of the financial giants (assets over liabilities) in the life insurance field, with the distinction of having the highest possible rating—EXCELLENT. We seek General Agents of high character and ability, who are willing to devote their entire effort to organization and development of a General Agency.

Write us giving a word picture of yourself and your experiences. Your correspondence will be treated as confidential.

WANTED—
A MAN!

Possessing the following qualifications:

AGE 35 or over, seasoned and a producer.
THREE years of life insurance experience.
Must be personally acquainted with at least 25 life agents.

TO HIM—
WE OFFER

—The Highest commission for low cost participating insurance.
—The services of an experienced field man, to help him in the field, appointing sub-agents, giving sales helps and to "PUT HIM OVER"

Over $100,000,000 in Force

We are particularly interested in Pennsylvania men. Write fully. We will not check references until after interview.

Address N-43, care The National Underwriter



"THE FRIENDLY COMPANY"

Your Trek

Burning sands on all sides—the next water hole to be found—fresh meat to be supplied—peace and unity to be kept throughout the safari. Such were a few of the problems which daily confronted a great explorer on his last long trek through an unknown country. Perfect cooperation from his gun bearer to his porters made his expedition a success and gave the world a new chapter in the history of an almost unknown country.

You, as a Life Underwriter, will find that same type of cooperation and service in the different departments of this company. If you are interested in such a connection, it will pay you to be friendly with the.

PEOPLES LIFE INSURANCE CO.

"The Friendly Company"

FRANKFORT INDIANA

Opportunities in Indiana, Illinois, Ohio, Michigan Tennessee, Arkansas, Iowa, California and Texas

What Many Men Need Most

1. The largest possible amount of life insurance during the productive period of life—therefore necessarily at low cost.
2. Facilities for adjusting the insurance to future and at present unknown conditions.

These are the requirements of a large and important part of the public. They are fully met by the new low cost Connecticut General Convertible to 65 contract.

Connecticut General
Life Insurance Company
Hartford, Conn.

Over a Billion in Force

INSURANCE STOCKS

Bought—Sold—Quoted

P. W. CHAPMAN & CO., INC.
Insurance Stock Department
115 W. Adams St. CHICAGO
42 Cedar Street NEW YORK

Life Trust Most Nearly Replaces Human Values

HILLSMAN TAYLOR EXPLAINS

Missouri State President Tells Bankers in San Francisco Meeting Small Businesses Are Neglected

SAN FRANCISCO, Oct. 3.—Money alone cannot replace brains and personality, but the nearest approach to a replacement of human value is a life insurance trust administered by a capable trust company, Hillsman Taylor, president of the Missouri State Life, St. Louis, declared before the trust company division of the American Bankers Association in San Francisco, Monday. Mr. Taylor admitted this deficiency in all financial arrangements, including insurance, whose fundamental principle, he said, is replacement value.

Mr. Taylor expressed the opinion that life insurance men and trust companies have made the mistake of neglecting small corporations, and partnerships which he said need business insurance most of all.

"The personality and ability of the proprietor is about the only real asset of the small business," he said. "Probably 90 percent of its success is due to managerial ability or to its directing personalities, and to the good will built around these personalities. When this personality is removed the good will is lost. Here is where business insurance upon the life of such a managing head is imperative."

Mr. Taylor believes the services of a trust company are essential in all cases where corporation insurance is taken for any purpose except the building up of a fund against death of an important official. Where corporation stock is to be paid for, the transaction requires a trust company. He stated that life companies are equipped to provide definite, guaranteed incomes and settlements where there are no special complications or discretionary powers to be used, but are wholly unprepared either to give advice or make investments for policyholders. It is for this reason he said that companies advise execution of a trust agreement with a reliable trust company in practically every instance.

NEWS OF THE COMPANIES

TO EXTEND ITS OPERATIONS

Northwestern Life of Omaha Has Taken on Number of New Agents Through Merger

The Northwestern Life of Omaha which has taken over the Prairie Life is operating in Nebraska, Iowa, South Dakota, Wyoming, Colorado, Kansas, Missouri and Texas. It will expand in different directions. By taking over the Prairie Life it will create a number of valuable agency associations which will be of considerable help. By getting the Prairie Life the Northwestern Life now has about $20,000,000 insurance in force. The Prairie Life started in 1913. One of the founders was Thomas W. Blackburn, who remained a director until his death. Mr. Blackburn was secretary and general counsel of the American Life Convention. Dr. W. R. McGrew was associated with Mr. Blackburn in the enterprise and continued as its president until the business was sold. The Prairie Life had $8,830,979 insurance in force, capital $100,000 and net surplus $63,689. Its assets were $911,919.

Robert H. Storz, vice-president and general manager of the Northwestern Life, is one of the main factors in that organization. Gottlieb Storz, the president, was one of the organizers of the Union Reserve Life which in 1926 purchased the entire stock of the Northwestern Life of Omaha and merged the Union Reserve with it.

Union Central Drive Results

The Union Central made an excellent showing for "Loyalty Week," recently. Applications amounted to $10,688,033, which was about $300,000 more than last year. The C. B. Knight agency of New York let with 105 agents writing 156 applications for $1,914,160. Cavett & Wier, Memphis, Tenn., took second place with $908,000 written by 19 agents in 57 applications. The home office general agency, led by John Shuff, placed third with $649,900. Showing of small agencies was unusually good this year, the agency at Polo, Ill., led by Martin E. Schryver, turning in 77 applications for $169,000, and Ben Wiedermann of San Antonio, Tex., 19 applications for $70,500. The campaign was of particular interest as the Union Central gave its agents no clue as to when Loyalty Week was to be. The home office merely announced on Saturday morning preceding that the next week would be the week, and therefore all the men started with no advance information.

GUARDIAN HONORS HEYE

October Designated As President's Month—Hold Contest in Form of Football Game

October has been designated "President's Month" in honor of President Carl Heye of the Guardian Life of America.

During the month a special campaign in the form of a football game will be waged for new business. The various Guardian agencies throughout the country have been grouped into leagues and a schedule of five games arranged for each agency team in October.

Gridiron scoreboards have been furnished the agencies and the progress of each game will be charted thereon. An application counts as a play for the agent submitting it, and the number of yards gained by him vary in accordance with the size of the application. The outstanding stars will be chosen for berths on two All-Guardian teams, the 22 members of which are to be presented to President Heye as a guard of honor at the Guardian's 70th anniversary convention in New York City next July.

The designation of October as "President's Month" this year holds a particular significance in view of the fact that it follows very closely on President Heye's celebration of his 40th anniversary in the service of the Guardian.

Neuhaus With Thaxton & Co.

Henry W. Neuhaus, president of the Houston Life Underwriters Association, has been appointed manager of the life department of W. L. Thaxton & Co.

W. L. Thaxton & Co. have reorganized their life department and have taken the agency for the Northwestern National Life, of which Mr. Neuhaus has been leading salesman in Houston for several years.

W. L. Thaxter and Raymond F. Scott of W. L. Thaxton & Co. have just completed the advanced school in life insurance selling conducted by the Northwestern National.

Company Notes

The Atlas Life of Tulsa will apply for admission to Arizona and New Mexico.

License to write fire, life and accident insurance in Kentucky has been issued by the state department to the State Farm Life of Bloomington, Ill.

Have a personal copy of The National Underwriter sent to your home.

Whatley Gives Views on Duty

(CONTINUED FROM PAGE 3)

Washington. I believe, first, the National association should have an efficient business administration which will carry it even farther into the black ink because without surplus with which to operate we cannot accomplish the things we wish to do. Then there should be a closer tie-up between the National association and state and local bodies.

"There is another matter which I and my associates have not been able to work out yet, but which I am sure will be, and that is to give something tangible and substantial as an inducement to local underwriters to join the National association. That is, something tangible that they will get out of the National association—because we must offer them something they can grasp before they will be able to see the benefit of joining in our work.

"I believe we should further the good work started by Julian Myrick on institutional advertising. Still another plank in our platform is to further a closer relationship between life underwriters and the home offices.

Gives Money's Worth

"The National association is performing many valuable functions today, and one of them is that of educating life salesmen. We are giving them one big meeting a year that is crammed full of educational and inspirational material. We are continually advocating that life agents educate themselves, work persistently on conservation and other matters, all of which home offices are stressing. This is directly in line with the policies of the companies.

"My program is going to be modest, consisting primarily of consolidation of the gains already made under the two previous administrations. It would profit us little to start with 20,000 members in this administration and close the year with only 19,000.

Year Too Short a Time

"The institutional advertising campaign probably cannot be finished in a year—perhaps not even in two years. In fact, I don't see how it can be completed in that time, but I feel that I should be a good enough soldier to carry on the work already started. For this is a constructive thing. I don't want to grab the glory away from my predecessors. I might easily abandon the projects they started and introduce some of my own, but this business is too big for that. Instead I intend to concentrate on holding the gains we have made and carrying out the plans of previous administrations."

Mr. Whatley made his initial bow in his official capacity in Chicago Monday on his return from the east. The occasion was the first field day of the Chicago Association of Underwriters at the Biltmore Country club northwest of the city. The National president spent the afternoon playing in the golf tournament with his confreres who took the lead in securing his election, and addressed the group at dinner.

Launch New Era in Washington

(CONTINUED FROM PAGE 5)

not far distant future. In finances, the association has turned from the red, or at best a narrow margin of profit, to a sizeable profit for the year's activities which will warrant a still farther expansion for the future.

Old Controversy Seems Buried

None of the controversy or disturbance of recent years was in evidence, and only harmony exists throughout the head office organization, the official family and the rank and file of association membership, all working on the new and comprehensive five-year program. Where mistakes have been made, due to inexperience of the new pilots, a disposition to correct them is in evidence. It is their purpose to be "servants, not masters," in Julian S. Myrick's words of comparison. As for the future, not only was the financial and membership outlook brightly painted, but it was decided to undertake a definite program of reaching rural agents and those in outlying communities where full-time memberships are not practicable. Without doubt, the association is entering upon a new phase of national development, which was ushered in by this convention in Washington.

NEWS FROM NEW YORK

HALL GIVES CLAM-BAKE

J. Elliott Hall, general agent in New York for the Penn Mutual Life, is giving an all-day clam-bake to his full time agency organization Saturday of this week at his huge estate across the Hudson from Manhattan. Mr. Hall, who recently settled as a country gentleman at "Vallee Vue" at Morristown, N. J., will entertain 85 or more of his men at the festivities, both showing them a good time and his efficiency as a farmer, which side they have not seen.

* * *

McNAMARA LAUNCHES DRIVE

J. C. McNamara, New York general agent for the Guardian Life, held a large agency meeting Tuesday evening, to launch the October drive which the company is staging as "President's Month". At the meeting, J. C. McNamara and Donald Russell gave reflections of the Washington convention Underwriters, the latter telling of the million dollar round table conference. Talks were also given by William McNamara, assistant manager, and the two assistant superintendents of agencies of the company's home office, Frank F. Weidenborn and Joseph E. Lockwood.

* * *

PLAN DINNER FOR CONWAY

A complimentary dinner to be given Superintendent Albert Conway of New York at the Hotel Astor on Oct. 22 promises to be one of unusual interest. A large attendance of company men as brokers seems assured, as many offices have already engaged tables for their staffs.

* * *

RESEARCH BUREAU SCHOOL

The members of the staff of the Life Insurance Sales Research Bureau who will conduct a four-day lecture course in agency management under the auspices of the Life Managers Association have been making special studies of the particular subjects which they will present. The school will be held in New York City Oct. 15-18.

John Marshall Holcombe, Jr., manager of the bureau, will describe the responsibilities of the agency builder, and how leading general agents and managers are carrying out those responsibilities. Mr. Holcombe is a leader in the belief that agency building and personal production involve entirely different responsibilities. Another subject of vital interest is that of making money in agency building. Good financial management as well as good personnel management will be emphasized by Mr. Holcombe.

H. G. Kenagy, head of the field service department of the bureau, will conduct the discussions on selection, training and field supervision.

Chicago Veteran Dies

Following an operation and a very brief illness, George H. Zimmerman, district manager for the John Hancock Mutual Life in Chicago District No. 1, died Sept. 28. Mr. Zimmerman was 47 years old and had been associated with the John Hancock for 23 years. He began his career in New York and served there as an assistant and later in Chicago before his appointment as district manager two years ago.

Life Companies and Trust Organizations

If we examine the scope of the services performed by life insurance companies and trust organizations—including in the latter term trust sections of commercial banks—we shall find a broad field of co-operation.

While the general character of each is fiduciary, the two instrumentalities are not natural competitors. They are more nearly like allies although their activities are distinctive.

Each suggests, initiates, activity for the other. Each furnishes service for which the other is not equipped; one the insurance of the productive value, accumulated and prospective, of human life; the other the administration of trusteeships, of which many proceed from life insurance.

There is no doubt that the two can supplement as well as complement each other, and it is noteworthy that the banks and trust companies have realized this fact and applied it in a practical way. On the other hand, it is evident to me that a corresponding interest in the promotion of the welfare of the banking and trust companies is now a part of the program of every wide-awake life insurance man.

WALTON L. CROCKER, *President*

John Hancock
MUTUAL
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

Did You See It?

We refer to the official statement of the colossal amount of insurance in force, running way up into the billions. Be it known that this company is getting its proportionate share, because its policies are "Best Sellers." Our representatives are prospering.

We must have a few managers in the following places:

Illinois, Indiana, Ohio,
Michigan

If interested, let us hear from you at once.

THE BANKERS RESERVE LIFE COMPANY

Home Office: Omaha, Nebraska

Business in Force $128,000,000.00

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

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Illustration of the Cooperative Spirit

AT the recent EQUITABLE LIFE of New York agency convention FRANK L. JONES, vice-president, was induced to retell his story on cooperation showing what could be done when all hands work together.

He recalled a farmer in Shelby county, Ind., who specialized on raising a superior quality of corn. He took samples of the product to the corn seed show at Chicago and won first prize. The next year he found that the quality or size had not increased. In making a survey of his field of corn he found that the yield in the center of the field and along two sides was far superior to that on the other two sides.

In making a further study he discovered that the prevailing winds came from the two sides where the yield was not so good. He became convinced that the pollen from his neighbor's fields blew over into his own farm and caused a depreciation in the quality and size of his corn. The neighbor planted an inferior quality of corn. Because of this fact the farmer saw that his corn yield was far below what it should be.

Therefore, he went to his neighbor and offered to give him a sufficient quantity of seed to plant his acres. The next year the corn growing farmer found that his own yield was uniform in quality and size. The inferior pollen from the neighbor's fields had been displaced by the same quality of pollen as his own. The neighbor farmer had a much more satisfactory crop himself. By giving therefore the seed which in the end amounted to comparatively little he was able to add materially to his own yield. Thus through cooperation a most desirable result was obtained on both farms.

Agents That Can Write Intelligently

MORE and more the company executives are beginning to appreciate the necessity of having qualified agents sell insurance. The agent who is making an impression on the public and who is rendering real service knows his contracts, their scope, is acquainted with the major insurance laws and is able to map out a program for his clients. In a message to his own men in the field, Vice-President WALTER T. SHEPARD of the LINCOLN NATIONAL LIFE discussed this very phase of agency activity. He said:

'There was a time when it was not considered necessary for a life underwriter to be anything but a very ordinary individual. Times have changed. The successful life insurance man today is the man who knows where he is going and then goes. He has every hour of the day carefully planned. He is working to a schedule.

"He is not living on past records, but keeps on bettering all previous records. He believes that no record was ever made that cannot be beaten. There is no such thing as luck in the game of selling. The game of selling is covered by a code of rules as strict as the laws of mathematics. There is no speculation, no uncertainty. It is science of cause and effect which is unerring in its accuracy. Every time you violate the laws of selling, you cripple your capacity and discount your ability.

"What would you think of a general who had made no plans until he was face to face with the enemy, or a school teacher who had made no plans for the lesson she was to teach her boys and girls? Planning ahead by the warrior or teacher does not indicate a lack of resourcefulness; it is merely an indication of good, sound judgment. Success calls for every ounce of brain power and all your ambition all the time.

"You must chart your work in advance or you will be like a ship without a master. It's time to think!"

Might Have Local Companies

AN alert company official, considering the enormous amount spent for taxes in the various states by life insurance companies, recently suggested: "Why not organize a separate company in each state with the stock held by the parent company but under local laws, for the business of that state, and thus escape taxation, as local companies are usually exempt in their home state?" This idea is not printed to suggest that it should be done, but only to show what might be done, if the tax burdens become unbearably heavy.

PERSONAL SIDE OF BUSINESS

Engagement of **Charles W. Arnold,** son of **Wood Arnold,** vice-president of the Kansas City Life, to Miss Eleanor Beach, daughter of Mayor Albert I. Beach of Kansas City, is announced. Young Mr. Arnold holds an imoprtant position in the home office. The wedding is to take place Oct. 19 in Kansas City.

—

William B. Harrison, who has been appointed comptroller general of Georgia, is ex-officio insurance commissioner. He succeeds the late William A. Wright. For 20 years Mr. Harrison has been with the department. For the last 15 years he was chief clerk. While most of his duties centered in the comptroller general's office, he was called in for advice by General Wright frequently on insurance affairs.

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T. G. McConkey, general manager, Canada Life of Toronto, who was chairman of arrangements for the international insurance commissioners' convention, is highly pleased at the outcome of that very important event. "It took us five years to bring about the joint meeting of United States insurance commissioners and superintendents of the Canadian provinces in Toronto," stated Mr. McConkey, "but it was worth all of the effort which we have expended to accomplish it. Much good will has been engendered. We have, I feel sure, a better understanding of some of the major problems which are confronting us and their possible solutions. I do not believe anyone will gainsay that much benefit is sure to be the outcome. Toronto has received an enormous amount of publicity. The delegates have been profuse in their expressions of delight with the city and its hospitality."

—

Thomas T. Cotnam, assistant manager of the Prudential in Little Rock, Ark., for 12 years, is dead. Early in life he was a banker in Texas and 35 years ago went to Little Rock to become manager for the Equitable of New York. Later he was manager and secretary of the Planters Fire before joining the Prudential.

—

R. E. Mattison, the new general agent of the Pilot Life at Roanoke, Va., has now started work. He formerly represented the Penn Mutual Life. Mr. Mattison gained much fame last year as captain of the Davis-Elkins football team that defeated the Navy in one of the big upsets of the year.

—

Funeral services were held in Des Moines, last week for **S. Perry Barr,** former vice-president of the Great Western of Des Moines, who died at the home of his daughter in Chicago.

Mr. Barr retired as vice-president in January, 1929, at the age of 76 years. He had served the company for 24 years as salesman, vice-president and traveling claim auditor.

—

Oliver Walker, of Northampton, Mass., celebrated his 88th birthday on Sept. 13, which is interesting because he has repesented the Travelers consistently since 1870 and will complete 60 years' service with the company next year. Mr. Walker is a partner with his son in the Oliver Walker & Son agency at Northampton, writing the various lines of the Travelers' companies.

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The Home Life of Little Rock entered an airplane in the second all-Arkansas annual air tour. Vice-President **Vernon Thompson** was sponsor of the plane.

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Charles S. Jobes, 76, chairman of the board of the Business Men's Assurance, financier and active in Republican political affairs in Kansas and Missouri for many years, died Sept. 27 at [illegible] home in Kansas City. Mr. Jobes [illegible] been identified with the B. M. A. [illegible] its organization in 1908, serving as [illegible] ident until becoming chairman of [illegible] board six years ago. He had been [illegible] failing health for some time.

After a number of years in the [illegible] ing business in Kansas, he was appo[illegible] ed a national bank examiner in [illegible] under Charles G. Dawes, then co[illegible] troller of the currency. A year later [illegible] was appointed bank commissioner [illegible] Kansas, going to Kansas City in [illegible] as president of the American Nati[illegible] Bank. Later Mr. Jobes was vice-pre[illegible] dent of the Pioneer Trust and fin[illegible] became president of the Security [illegible] tional Bank.

—

Miss Marjorie Scott, daughter [illegible] **Charles L. Scott,** general agent in Ka[illegible] sas City, Mo., for the Massachusetts M[illegible] tual Life, was married to John A. Moo[illegible] of the Rieger-Moore Realty Compan[illegible] Sept. 28. Mr. Scott was formerly vi[illegible] president of the National Association [illegible] Life Underwriters.

—

Jules Girardin, veteran Chicago age[illegible] of the Phoenix Mutual Life, complet[illegible] this week 34 years of continuous servi[illegible] with the Phoenix Mutual. He has be[illegible] in Chicago 34 years, in the life insu[illegible] ance business 34 years and with t[illegible] Phoenix Mutual for 34 years. He is [illegible] years of age. Mr. Girardin was i[illegible] many years Chicago general agent [illegible] the Phoenix Mutual, but in more rece[illegible] years has devoted himself to perso[illegible] production. He began his insuran[illegible] career as a fire insurance special age[illegible] in Texas. Mr. Girardin has had a lo[illegible] and distinguished career in life insu[illegible] ance.

—

H. S. Weston, president of the Lam[illegible] Life of Jackson, Miss, suffered a pa[illegible] alytic stroke toward the end of Septe[illegible] ber, which resulted in what is believ[illegible] to be temporary paralysis of his le[illegible] side. He was sitting at his desk in t[illegible] home office at the time. The last repo[illegible] at the end of last week was that h[illegible] had shown marked and steady improv[illegible] ment and his chances of complete r[illegible] covery were considered good.

—

Two important events in the perso[illegible] affairs of two Lincoln and National m[illegible] were chronicled this week. **J. Graha[illegible] Hopkins,** agency supervisor in the Ne[illegible] Jersey office of H. C. Lawrence, wa[illegible] married at New Haven, Conn. **R. W[illegible] Coppess,** manager of the agency at Day[illegible] ton, O., announces the arrival of a ne[illegible] baby in his family.

—

A farewell dinner was given Judg[illegible] **Byron K. Elliott** Monday night at th[illegible] Marott hotel in Indianapolis by a grou[illegible] of his friends. Judge Elliott will soo[illegible] assume his duties as general counsel o[illegible] the American Life Convention, succeed[illegible] ing Claris Adams, and will move to St[illegible] Louis, the headquarters of the conve[illegible] tion. President H. M. Woollen of the[illegible] American Central Life was among thos[illegible] present, most of whom were prominen[illegible] in law, banking and business circles i[illegible] Indianapolis. In the informal remark[illegible] that followed the dinner, high tribute[illegible] were paid to Judge Elliott as a citizen[illegible] as a member of the bar and a judge[illegible] and as a member of the younger gen[illegible] eration of men who are coming forward[illegible] to take up responsible work. Genuine[illegible] regret was expressed that Indianapolis[illegible] is to lose Judge Elliott from among[illegible] its group of notably successful and ag[illegible] gressive young men and especially s[illegible] as he comes of a line which has played[illegible] a prominent part in Indianapolis and[illegible] state affairs for several generations past[illegible] Most cordial were the good wishes ex[illegible] pressed for his success in his new posi[illegible] tion and field of activity.

LIFE AGENCY CHANGES

RESIGNS KANSAS CITY POST

Manager Ridgway Quits Federal Life for Iowa Company—W. E. Schilling New Division Chief

KANSAS CITY, MO., Oct. 3.—Robert A. Ridgway, for the past 15 years manager of the Kansas City division of the Federal Life, has resigned and will devote his time to the National Protective, an assessment accident carrier which he formed and of which he is president. Ross J. Ream is secretary-treasurer. The company specializes in an accident policy which it offers at "1 cent a day," and in its three years of existence has done a large business.

William E. Schilling, agency instructor for the Midland Life of Kansas City, will be the new divisional manager of the Federal.

The two men have been intimately connected for many years, Mr. Ridgway having broken into the business with the Travelers at Indianapolis when Mr. Schilling was Indiana manager.

W. E. Schilling is a life and accident man of great experience. His most recent connection before joining the Midland was as Iowa general agent for the Union Central, where he built up a large business. At one time he formed a life company at Kansas City and was its president for three years, and later general manager for companies with which it merged.

T. J. Mooney

The Connecticut Mutual Life has appointed T. J. Mooney as manager of the Savannah, Ga., office with headquarters at 815 Liberty Bank & Trust Company building.

Matthew Walker

Matthew Walker, manager for Southern California of the Central Life of Illinois, has resigned. Previous to his going to Los Angeles Mr. Walker was manager of agencies of the Provident Life of Philadelphia. His future plans have not been announced.

F. H. Locke, Ned Bomers

Fred H. Locke and Ned Bomers of Grand Rapids, Mich., have been given the western Michigan agency for the Provident Mutual Life.

Mr. Locke has been conducting a general insurance agency in Grand Rapids for the past year, previous to which he was city manager of Grand Rapids for 16 years. Mr. Bomers has been in the real estate business for several years, but spent 13 years in the life insurance business. Most of that time was as general agent for the Illinois Life. He is a past president of the Grand Rapids Life Underwriters Association.

Guy D. Doud

Guy D. Doud, who has been connected with the Provident Mutual, is new field supervisor for the Mutual Benefit Life organizing Chicago into the territory outside of the city limits.

Sam Lewis

Sam Lewis of Goshen, Ind., who has been general agent in northern Indiana for the Missouri State Life, has resigned and will accept a position as sales manager for the retail division of the Sears, Roebuck & Co.

Richard B. Hager

Richard B. Hager has become general agent for the Atlantic Life for southwestern Ohio and northern Kentucky with headquarters at 517 Schmidt building, Cincinnati. Mr. Hager has been in Cincinnati for the past five years as a representative of the Union Central and the Northwestern Mutual. Miss Florence Schmuelling has gone into Mr. Hager's office as cashier. She was formerly cashier of the Reserve Loan Life agency. Mr. Hager has been a successful builder of business in Cincinnati. He was well known in his college days as a bootball player on the Vanderbilt University team.

John L. Robinson

John L. Robinson of Dayton, O., has been appointed field supervisor for Indiana by the Wisconsin National Life of Oshkosh. He started with the Midland Mutual of Columbus as an agent many years ago and in 1914 became cashier for the Gem City Life of Dayton, and later assistant secretary. He has had an excellent production record with the Lincoln National recently.

Life Agency Notes

F. H. Herron has been made district manager for the Union Central Life at Waterloo, Ia. He has been manager of the Waterloo office of R. G. Dun & Co. for 18 years.

L. D. Henderson has been appointed district manager for the Pan-American Life at Palestine, Tex. Mr. Henderson began his life insurance career three years ago.

Edwin Gould, who has been connected with the general agency at Lincoln, Neb., of the Northwestern Mutual Life, has joined the Franklin Mann general agency of the company at Omaha. Mr. Gould will have supervision of agents, securing and drilling them.

CENTRAL WESTERN STATES

POSTPONE INSURANCE DAY

Wisconsin Federation's Oct. 30 Meeting Called Off Because of Pending Legislative Activity

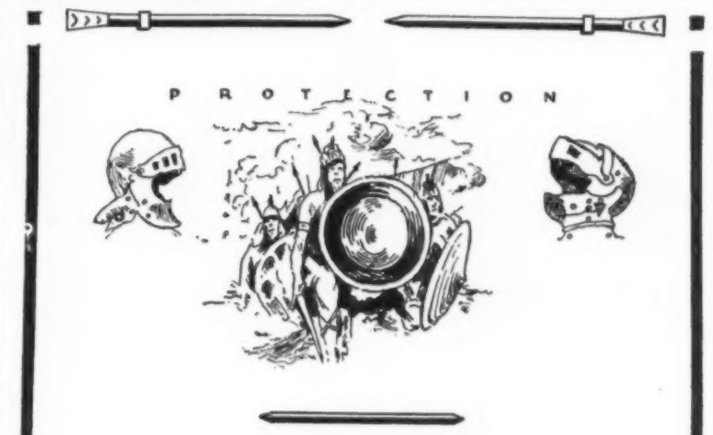
MILWAUKEE, Oct. 3.—The fourth annual Wisconsin Insurance Day will be held in Milwaukee during 1930 instead of Oct. 30 of this year as originally planned, according to an announcement following the meeting of the executive committee of the Insurance Federation of Wisconsin last week.

A statement issued by Governor Walter Kohler of Wisconsin in which he suggests the strong possibility of calling a special session of the state legislature to take up pressing matters before the state government, and chiefly the problem of finding new sources of revenue for the state has brought about the change in plans for insurance day. Reconvening of the state legislature would involve a heavy demand on the personnel handling the major arrangements for insurance day and in view of this the executive committee feels it inadvisable to hold the event on the date planned and has made the decision to defer it until 1930.

It was felt that to postpone the event until November would be poor judgment because of the conditions of the roads in Wisconsin during that month and the possibility of inclement weather.

Auer Agents Meet

Auer, Inc., Milwaukee, general agent for the Lincoln National Life, held a two-day session of agents under its supervision last week. The meeting was presided over by W. L. Droege, field manager. Plans and policies and selling methods were discussed during the meeting.



Strength—

(Advertisement 6 of a series)

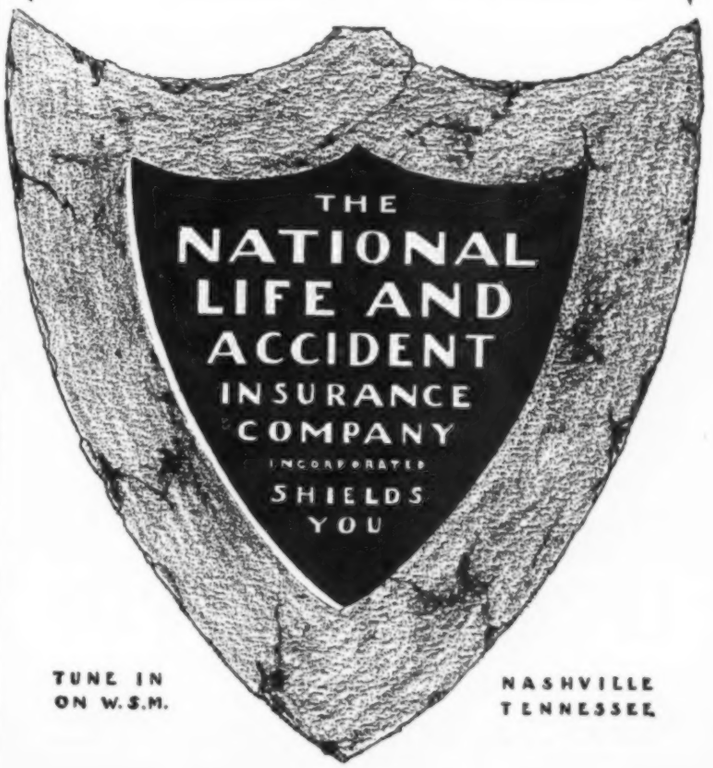
Armies, even those composed of gladiators of old, though splendidly equipped and commanded could not survive unless there was strength behind them.

The National Life and Accident has strength because over 3,000 men now wear the Shield button. These Shield men are conveniently located throughout the country, forming a united, compact organization.

Not only has the National Life and Accident strength of numbers, but also of financial means. The capital of the organization is now $2,500,000 with a surplus of millions. The Insurance in force has reached the imposing total of over $272,000,000.00.

With such strength in this organization it becomes worthwhile to wear the Shield button.

It pays to be a Shield Man!



Ætna Life Training Course

Beginning October 15, 1929

1—The Chicago Agency will conduct an intensely *practical* Life Insurance Training Course of ten lessons beginning on Tuesday, October 15th at its offices in the Continental Illinois Bank Building.

2—The first meeting of the class for organization purposes will be held on Tuesday evening, October 15th at 6:15. The further classes will be held on Tuesday and Thursday evenings of each week and likewise will begin at 6:15 and last until 8:15.

3—The classes will be conducted by Frank C. Wigginton, Assistant General Agent, under the direction of S. T. Whatley, General Agent, and assisted by Agency Supervisors, S. Leland, Jr., R. F. Wagenhorst and C. E. Clinton.

4—There will be no charge for this course but each man enrolling will be expected to assume the cost of the text books necessary at the special charge of only $6.00 and will be supplied through this agency.

5—Enrollment should be made immediately.

6—**This course is open to all independent brokers as well as men contemplating entering the Life Insurance Business.**

S. T. WHATLEY
General Agent
Aetna Life Insurance Co., Chicago, Ill.
Suite 2043, 230 South Clark Street State 3380

An Account with the Ætna Pays

In Summer

or in winter the representatives and policyholders of the Massachusetts Mutual enjoy not only the great resources and splendid facilities of this Company, but also that mutual counsel and co-operation which make every relationship a definite advantage to all those who rely on our service.

MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY

SPRINGFIELD, MASSACHUSETTS
Organized 1851
More than a Billion and Three-Quarters of Insurance in Force

IN THE MISSOURI VALLEY

BIG ATTENDANCE EXPECTED

Program for Nebraska Insurance Day Completed, Except for One Casualty Speaker

LINCOLN, NEB., Oct. 3.—Maurice A. Hyde, chairman of the insurance subdivision of the chamber of commerce, which has charge of the Nebraska Insurance Day celebration Oct. 25, has had a very gratifving response from insurance men out in the state representing all lines, and estimates that instead of the 700 who attended last year, there will be at least 1,000. Organized efforts are being made locally in the larger towns to secure the attendance of every man who can possibly get away. Some changes in the program have had to be made because of the cancellation, for good cause, by speakers who now find they can not get here. There is now but one vacancy on the speakers' list, and the committee expects to fill that with a big figure in the casualty field. Ten local and state insurance groups are behind the celebration, and it is hoped to get big insurance buyers to take a day off for the program. As now arranged this is:

Welcome by Mayor Love and response by M. A. Hyde.

"What Nebraska Requires of the Insurance Business," Governor Weaver.

"Social Value of Insurance," C. Petrus Peterson, Lincoln, general counsel Bankers Life of Nebraska and chairman Legal Section, American Life Convention.

"The Need of Organization," Frank T. B. Martin, president Insurance Federation of America, Omaha.

"Value of Insurance in Modern Business," J. E. Kavanagh, New York, vice-president Metropolitan Life.

"Fire Prevention," Richard E. Vernor, Chicago, manager fire prevention department Western Actuarial Bureau.

"Insurance the Foundation of Commerce," O. E. Aleshire, Chicago, local agent.

Banquet in evening, with Frank E. Helvy, secretary Insurance Federation of Nebraska, toastmaster, and Cullen Wright of Scottsbluff, Neb., an after-dinner speaker of the Will Rogers type. Fred E. Walt and a committee are supplying varied entertainment, including music.

Actuaries Club Launched

The Actuaries' Club of Kansas City, Mo., was formed last week. J. B. Reynolds, president of the Kansas City Life, acted as presiding officer at the organization meeting. Charter members were the chief actuaries, medical directors, and associate medical directors, of the Kansas City Life, Midland Life, National Fidelity Life and Business Men's Assurance, and such consulting actuaries and insurance department actuaries as are permanently located in Kansas City.

The executive committee is to be made up of the chief actuaries of the four companies named. Meetings are to be monthly and programs will probably include discussion of such subjects as have to do with selection of risks and conduct of affairs of the companies which are of particular interest to actuaries and medical directors.

Combine Two Iowa Agencies

The Equitable Life of Iowa has consolidated its Northwood and Mason City, Ia., agencies into one territory under the management of Harry C. Finch, who has been general agent at Northwood since 1899. The consolidated agency will be known as the Harry Finch agency.

Equitable's Nebraska Agents Meet

The semi-annual conference of the Nebraska agents of the Equitable Life of Iowa was held in Lincoln, with A. E. Wilder, who went from the home office in June to head the agency, in charge. Vice-President H. E. Aldrich spoke on various phases of salesmanship and also on organization problems at the dinner that closed the meeting. This is the oldest agency of the company west of the Mississippi river, having been established years ago by H. H. Loughridge, who still serves as a special agent with a personal contract with the home office.

State Employes Form Group

The Minnesota Benefit Association has been formed by state employes to carry their own group insurance. They have signed a contract with the Equitable Life of New York to write policies up to $5,000 on each member.

SOUTHERN FIELD

COMPANY GETS FINE START

Home State Life of Oklahoma City Writes $1,300,000 in First Nine Weeks of Operation

At the close of seven weeks operation, the Home State Life of Oklahoma City celebrated the writing of $1,000,000 of business, with a banquet. Since that date, at the close of nine weeks operation, President Joe Morse announced the addition of $300,000 new business, bringing the total in effect to $1,300,000. The company has offices at Oklahoma City, Tulsa, Shawnee, Chickasha, Duncan and Enid, with headquarters in the Perrine building, Oklahoma City.

The Tulsa office was recently established with A. B. Sullens, district superintendent, in charge. It is located in the Richard building. N. V. Langston and A. W. Guthrie are agency instructors.

Supervises Southern Territory

T. A. Kercheval has been appointed agency supervisor of the Detroit Life in southern territory with headquarters in New Orleans. He is concentrating his work for the time being on Louisiana and Mississippi. He was formerly associated with one of the large eastern companies.

Protective Writes Group Cover

The Protective Life of Birmingham has recently written two group policies

ATTRACTIVE GENERAL AGENCY CONTRACT

TO THE RIGHT MAN

In city of over half million population. Now open.

Exceptional opportunity for a live producer to make at least $500 per month, under a liberal General Agency contract and at the same time

BUILD UP A PERMANENT INCOME For Old Age or his dependents

If you can qualify for this opportunity, give full details of all past business connections in your first letter, which will be treated as confidential.

W. C. C. Lock Box 1365 Columbus, O.

that cover the lives of about 10,000 persons. One is on the lives of employes of the Tennessee Coal, Iron & Railroad Corporation, a subsidiary of United States Steel Corporation. The other is for the Alabama Farm Bureau Federation, covering all its members. The total amount of the insurance is about $7,500,000.

University Opens Life Course

A class in life insurance is being opened in the evening school of the University of Richmond. It will be taught by Dr. R. B. Pinchbeck, member of the faculty of that institution. The course will include a study of the principles of life insurance, policies and premiums, character of life insurance companies, and the selling of insurance.

American Provident Increases Capital

The American Provident Life of Houston, Tex., is increasing its capital stock by $25,000, making the total capitalization $150,000. Officers of this concern are James Cravens, president; Kent S. Dargan and Rorick Cravens, vice-presidents, and Price K. Johnson, secretary. The company now has $5,000,000 business in force.

PACIFIC COAST AND MOUNTAIN

PACIFIC NORTHWEST PLANS

New Great Falls Life Company Is Headed by Sam Stephenson, Prominent Banker

Sam Stephenson, president of the First National Bank of Great Falls, Mont., who is one of the factors in the $250,000,000 deal which established a holding company controlling 34 banks in the northwest, has been elected president of the Pacific Northwest Life of Great Falls, Mont. T. C. Bassett is the main organizer. He will continue active work for the company and will serve in some official capacity when the organization is completed. Mr. Bassett is president of the Pacific Northwest Finance Company which is affiliated with the life company. The Pacific Northwest Life will be a mutual company. The Pacific Northwest Finance Corporation being the affiliated company will finance the life company until it can paddle its own canoe. F. G. Redfield of Des Moines is vice-president of both the life company and the finance company. He has been a banker at Newell, Ia., and moved to Des Moines to become secretary of the Webster Life of that city. He is secretary of the Iowa Farm Credit Corporation. Carl L. Watson of Great Falls, formerly general agent of the Register Life, and until recently special agent for the Lewis & Clark Life of Great Falls, will be secretary and treasurer of the new company.

Mr. Bassett went to Montana more than three years ago to become general manager of the Lewis & Clark Life. Previously he was president of the Webster Life and the State Life of Des Moines. For the present Mr. Bassett states the Pacific Northwest Life will operate only in Montana. Chester C. McNair, in the general insurance business and a capitalist, L. Beckman of Beckman Bros., fur dealers, and F. F. Lewis, grain and farm implement man of Great Falls, are directors of the life company.

CUNI LOCATES IN SOUTHERN CALIFORNIA

John B. Cuni, for some time with the Cincinnati "Enquirer" as manager of the "Enquirer" building in Cincinnati, is removing to Los Angeles where he will represent THE NATIONAL UNDERWRITER and associated publications, assisting Manager Frank W. Bland of the Pacific Coast Mountain department in the development of the company's business in Southern California and adjacent territory.

Metropolitan Men Meet

Pacific Coast officials of the Metropolitan Life in Denver, Colo., and those of four Colorado districts held a dinner last week.

The visiting delegation was headed by F. D. Williams, third vice-president of the coast territory. With him were Dr. W. P. Shepard, J. H. Almy, Frank Carmody and Dana Beardslee, all of San Francisco.

ACCIDENT AND HEALTH FIELD

UNUSUAL ACCIDENT CLAIMS

Vice-President Gregory of Reliance Life Cites Ludicrous Claims Which Companies Have Paid

Some idea of why many claim men have gray hair may be obtained from the unusual accidents cited by L. P. Gregory, vice-president of the Reliance Life of Pittsburgh in charge of the accident and health department, given below. These were actual claims presented to the Reliance and other companies.

"Rubbed self vigorously with towel, drying back after taking bath; dislocated neck."

"Scratched heel of left foot with toe nail of right while sleeping; blood poison."

"While talking with friend in hallway of building, runaway horse came in and stepped on my foot."

"Found thief in store, kicked him out and broke bones of foot."

Chased chicken through barbed wire fence; chicken got through but claimant got hung up in the fence.

Riding on street car; workman threw shovelful of hot asphalt through window into lap.

Reading electric meter when dog came up behind; bit.

Taking off shoe; caught finger on heel, dislocated finger.

Western Casualty Reinsured

The Mountain States Life of Hollywood has reinsured the accident and health business of the Western Casualty of Denver. It is understood that this will give the Mountain States an accident and health premium income of approximately $500,000 annually.

North American Loses Nebraska Case

LINCOLN, NEB., Oct. 3.—Accident companies accepting risks that by the terms of the policy are not assumed thereunder can not avoid liability where, after premiums have been collected for a period, an accident within the prohibited class occurs. This is the final decision of the Nebraska supreme court in the case of Esther B. Long vs. North American Accident. Her husband was a track walker for the street car company in Omaha and was injured while at work. He was insured against injuries received while walking on the streets. The company insisted that his work was not the kind of walking its policy covered and that the policy specifically provided that it did not cover employes of common carriers. The court holds that as the application clearly informed the com-

THE MANHATTAN LIFE
INSURANCE COMPANY

654 Madison Avenue at 60th Street
NEW YORK CITY

Founded 1850

THOMAS E. LOVEJOY, President

Enjoying a Record Year!

Training Supplies Self-Stimulation

Agency Managers who tabulate results are a unit in saying that the trained man is more industrious than the untrained man. The reason is that the trained man is a confident man. The untrained man, on the other hand, knowing his weakness, and dwelling on his failures, is a good part of the time in the attitude of, What's the use?

If the right type of men are recruited, and are given the right kind of training, and are then, together with the experienced men, effectively supervised—that is, cooperated with—a far larger percentage of them will be self-stimulated than of the untrained class.

The success of this Company's new men, and the increased prosperity of its experienced representatives, conclusively proves the truth of these observations of all expert managers of sales corps, whether in life insurance or in any other business.

The Second Hundred Billion will be piled up by trained underwriters.

Wm. A. Law, President
Wm. H. Kingsley, Vice-Pres. Hugh D. Hart, Vice-Pres.

The Penn Mutual Life Insurance Company
Philadelphia, Pa.
Independence Square *Founded 1847*

A TOWER OF STRENGTH

Insurance in Force
$2,000,000,000

Assets	$488,958,000
Surplus	66,938,000
Total Liabilities	422,020,000

Interest on policy proceeds, profits, etc., left with the Company
FIVE AND ONE-HALF PER CENT

Total investments in United States securities exceed $231,000,000

Dividends to Policyholders increased for ninth successive year

SUN LIFE ASSURANCE COMPANY of CANADA

Great Opportunities For You With Us

IN

KANSAS	Wichita
TEXAS	Dallas or Houston
MINNESOTA	Minneapolis
NEBRASKA	Omaha
IOWA	Des Moines
ILLINOIS	Decatur-Peoria

In order to increase our production in 1930, we are interested in securing State Managers for the above mentioned States. Our President, Mr. O. L. Holland, will make a personal visit to the above mentioned Cities between October 20th and 30th.

If interested, write for a personal interview. You might profit by what we have to offer you.

O. L. HOLLAND, President

AMERICAN NATIONAL ASSURANCE CO.
3719 Washington Blvd., St. Louis, Mo.

pany as to his occupation, it will be held to have waived the defenses now set up.

Must Remove Proxies

The Illinois insurance department has ruled that all proxies must be removed from accident and health insurance applications. A mutual company can not make a voting proxy part of the application itself.

Hartford Made New England Manager

Harley H. Hartford, for many years with the Boston agency of Gilmour, Rothery & Co., has been appointed New England manager of the accident and health department of the Commercial Casualty with headquarters at 40 Broad street, Boston.

Atlas L. & A. Appoints Secretary

Jewell Martin of Middlesboro, Ky., has been appointed secretary-treasurer of the Atlas Life & Accident, with offices in Louisville, Ky. A. E. Martin, his father, is manager of the Madisonville district.

NEWS OF THE FRATERNALS

RATE DISPUTE CONTINUES

Disgruntled Modern Woodmen Members Appeal Decision of Cook County Court — Organize Movement

The Modern Woodmen of America rate situation is still in chaotic stage. The Cook county, Ill., members are appealing from the circuit court ruling against them. They have entered a plea in the Illinois supreme court asking that the case be heard at the October term. Unless briefs and arguments are filed soon, however, there is no prospect that the case will receive attention until the December term. In the latter event a ruling can not be anticipated prior to the February term of the court.

Following arguments on the question of a remand to the state courts, Judge Munger of the federal court at Lincoln, Neb., was asked to withhold a decision as to which tribunal has jurisdiction of the three injunction cases brought by Nebraska members of the Modern Woodmen, until after the supreme court of Illinois acts.

Judge J. B. Sanborn in the federal court in St. Paul dissolved the injunction proceedings against the Modern Woodmen and dismissed the suit which had been instituted by Minnesota objectors. Judge Sanborn held that the Minnesota courts lacked jurisdiction over the internal affairs of a society which was functioning under a charter issued by Illinois.

John L. Sundean and other Minnesota Woodmen have organized a movement that calls for a state convention in each state where the Woodmen operates, that will name 12 men to make up a national board of review empowered to propose to the executive council of the order a new system of rates or a referendum upon the one recently adopted by the head camp. A call has been issued for such a convention at Grand Island, Neb., Oct. 17. A committee of three has been named to take charge of the preliminaries. Head Consul Talbot, invited to attend the mass meeting, did not respond.

Another suit has been filed against the head camp officers in the district court of Polk County, Ia., through C. W. Lyon, attorney of the Iowa Modern Woodman Protective Association.

Issue Nine New Policies

The Royal Highlanders of Lincoln, Neb., has adopted nine new additional policies. The premium rates for the new contracts will be based on the American 3½ percent table. New options are also provided. Present members may continue to hold their old policies but have the option of changing to the new form without a change in the base rate. W. E. Sharp and F. J. Sharp have been re-elected president and secretary. A. E. Siekmann is treasurer.

Expands International Business

The Woodmen of the World is immediately taking steps to expand its international business, W. A. Fraser, sovereign commander, has announced. It is inaugurating insurance business not only in Alaska, but an intensive campaign is being arranged to get business in Porto Rico, Cuba and Mexico where it has written insurance in the past.

A denial that the Woodmen of the World will move its headquarters from Omaha was made by Mr. Fraser. For several months rumors have been current there that the organization would move. One story had it that Atlanta, Ga., was selected, another that it was Washington, D. C.

Speaks at Oshkosh

M. A. Carroll of the central Wisconsin agency for the Northwestern Mutual Life of Milwaukee, addressed the Oshkosh, Wis., Wednesday Noon Service Club on "Insurance Trusts." Mr. Carroll classified the trust insurance as an installment, callable bond.

WITH INDUSTRIAL MEN

MANY PRUDENTIAL CHANGES

Important Supervisory and Managerial Appointments Announced in U. S. and Canada

Several managerial appointments are announced by the Prudential. Earl G. Wilkinson, superintendent of St. Louis No. 5, becomes manager of Division O. Lloyd Travis, assistant division manager, has been appointed manager of Division C. Herman Filsinger, assistant division manager, becomes manager of Division F.

Other changes are: William D. Coburn, assistant division manager, to associate manager, Division A; Homer F. Gilbert, assistant division manager, to associate manager, Division J; Victor Barber, assistant division manager, to associate manager, Division O; Everett W. Van Voris, assistant division manager to associate manager, Division Q; Walter Boutillier to assistant manager, Division A; H. B. Pennington to assistant manager Division A; T. W. Kassinger to assistant manager, Division J; J. A. Leffingwell to assistant manager, Division M; Donald Ulrope to assistant manager, Division M; A. M. Budd becomes assistant manager of the Canadian division; William M. Hopper is transferred from Division C to Division J; Clarence I. Linnell, division manager, is transferred from Division S to L. Division Manager W. H. Bettner is promoted to supervisor, assigned to the western group, and Division Manager H. H. Parberry becomes supervisor assigned to the eastern group.

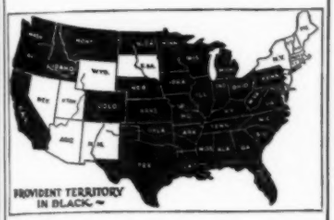
Court Interprets Contract

Responsibility of an industrial agent for lapses on his debit has been interpreted by the court of appeals of the District of Columbia, in the case of Mutual Life of Baltimore vs. Maurice I. Schlein. Schlein had the usual contract fixing his compensation as a certain number of times the weekly premiums on new and revised business, after deducting lapses. Schlein gave a bond to the company to indemnify it "for all losses by lapse of policy or otherwise, for which, under the terms of the rules and regulations governing his employment . . . he shall be responsible." The question was on the meaning of the word responsible. The lower court held that the only deduction in the settlement on his leaving the company was for lapses for which he was at fault. The court of

ACROSS THE NATION

Extends the Territory of

The PROVIDENT
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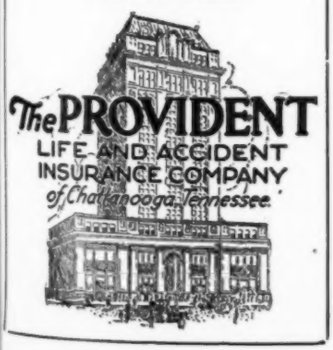
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GROUP LIFE INSURANCE AND GROUP ACCIDENT AND HEALTH INSURANCE



appeals decides in favor of the company, holding that the word "responsible" means accountable, and reverses the judgment that had been given in the municipal court in favor of Schlein.

Names Quinlan and Brown

Frank M. Quinlan, former assistant of the John Hancock Mutual at Northhampton, Mass., has been promoted to district manager in Kansas City in charge of a new Kansas City No. 2 office. Roy F. Brown, acting district manager in Detroit, who has been taking care of the office since the death of David Gotthell, has been appointed district manager in charge of Detroit No. 4.

Mutual of Baltimore Promotions

R. O. Wehrheim, agency manager of the Mutual Life of Baltimore, announces the promotion of the following agents to assistant managers: W. Hebert, Chicago No. 3; J. Schell, Columbus, O.; C. Frazell, Columbus, O.; D. Frank, Philadelphia No. 1; C. McCaleb, St. Louis; V. Nations, St. Louis; J. Greenan, Indianapolis; H. Hartman, Beaver Falls, Pa.; J. E. Thomas, St. Joseph, Mo., and F. Kelly, Kansas City, Mo.

ASSOCIATIONS

PLAN FOR TEXAS CONGRESS

Annual Meeting of State Association Will Be Held in Dallas Oct. 28, With Harry St. John Presiding

DALLAS, TEX., Oct. 3.—Plans for the annual sales congress and convention of the Texas Association of Life Underwriters have been completed. The congress will be held in Dallas Oct. 28, with Harry St. John of San Antonio, president, presiding.

The subjects to be discussed cover a fairly wide range. One of the chief addresses will be made by W. A. Tarver, chairman of the board of insurance commissioners.

An effort is being made by the various local associations to have a large attendance at the meeting and reports are each will send a large delegation. A good number of the "boys from the rural districts" will be in Dallas to tell the association how they write business in the country. Some of the best producers in the state, including such men as Sam R. Weems and "Tex" Bayless, are on the program for subjects which deal with "how" to get the business.

Mr. St. John is to tell of the activities of the association for the past year and what he thinks should be done during the coming year. He will have a story of a fair growth in organization membership to report to the convention. Some national speakers are also to be on the program.

The railroads entering Dallas have granted reduced rates for the convention.

* * *

New York—Julius H. Barnes, former president of the United States Chamber of Commerce and head of the United States Grain Corporation during the war, will be the chief speaker before the opening meeting of the season of the New York association, Oct. 8. His topic will be "The Importance of Human Values in Modern Business," and he is well fitted to present this idea made famous by Dr. S. S. Huebner from the standpoint of the business man. In addition there will be short talks by J. Elton Bragg, new head of the life insurance department at New York University, and Ralph Engelsman, general agent in New York for the Penn Mutual Life. This will be the first meeting under the new administration of President John C. McNamara.

* * *

Southern Texas—The rapid growth of the insurance business in Texas and the entire nation was discussed by W. A. Tarver, chairman of the state board of insurance commissioners before the Southeast Texas association at a recent meeting in Beaumont. He said there are now 34 life companies with home offices in Texas and 108 out-of-state companies doing business in the state. He stated that of the $2,000,000 paid to the state insurance companies, only

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$40,000 is used to maintain the insurance department.

E. D. Thompson, president of the local association, presided at the meeting. Harry Roberts, regional vice-president of the Texas Association of Insurance Agents, was an invited guest and made a brief address. Some 40 members of the association attended the meeting.

* * *

Boston—Delegates to the national convention reported to the Boston association this week. Paul F. Clark, ex-president of the National association, and Lloyd K. Allen, national executive committeeman, headed the delegates and told of the proceedings at the Washington meeting.

* * *

Topeka—The Topeka association has arranged to establish a night school for insurance salesmen during the winter months. A committee is making arrangements for enrollments and course of study.

* * *

Indianapolis—The Indianapolis Association will hold its first monthly meeting Friday. Reports from delegates to the National convention will be heard.

* * *

Providence, R. I.—At a meeting of the directors of the Rhode Island Association Eben Luther of the Connecticut Mutual was elected chairman. The first meeting will be held Oct. 10. William A. Field has been named chairman of the educational committee. Mr. Field has sent out notices of the educational course sponsored by the organization which will prepare students for examinations next June for the degree of chartered life underwriter.

* * *

Des Moines—The fall and winter meetings of the Des Moines association will be resumed Oct. 5 with a meeting at which Chester Sparver, supervisor of publications of the Connecticut Mutual Life, will be guest and speaker. His subject will be, "The New Tempo."

President Claude Fisher has announced the following committee chairmen: Entertainment, Clarence Schmidt; hospitality, B. F. Nowack; membership, Sanford Drake; speaker, Geo. J. Pflanz, Jr.; attendance, Jack Hilmes.

* * *

Galesburg, Ill.—Prof. James A. Campbell of Knox College, discussed the place of life insurance in education at the first fall meeting of the Galesburg association. President J. Walter Tarpy presided.

* * *

Champaign, Ill.—The Champaign Association began its fall season last week. Max Stark, president, outlined the program for the winter. Lester O. Schriver, general agent for the Aetna Life, Peoria, was speaker.

ECKER TO ATTEND MEETING

President of Metropolitan Life and Other Officials to Be at Agency Sessions

Frederick H. Ecker, president of the Metropolitan Life, and five other administrative officers of that company will be in St. Louis October 5-9 for a series of meetings to be attended by approximately 1,000 field representatives of the company in St. Louis and vicinity. The sessions will be held at the Coronado hotel for the purpose of bringing the men on the debits into closer contact with the directing heads of the company. Other high officials who will attend are Leroy A. Lincoln, first vice-president and general counsel; Francis O. Ayres, E. H. Wilkes and A. F. C. Fiske, second vice-presidents; K. C. Ringer and K. R. Du Flon, superintendent.

The Metropolitan has about 500 agents in St. Louis and approximately the same number will be brought in from nearby towns of Missouri and southern Illinois.

McAlister Made Office Manager

L. L. McAlister, superintendent of agencies of the Pilot Life in charge of conservation, has been made office manager. He will still retain his duties in connection with conservation work. Mrs. J. Jennings, who has been with the Pilot Life for over 11 years, has been promoted to assistant office manager.

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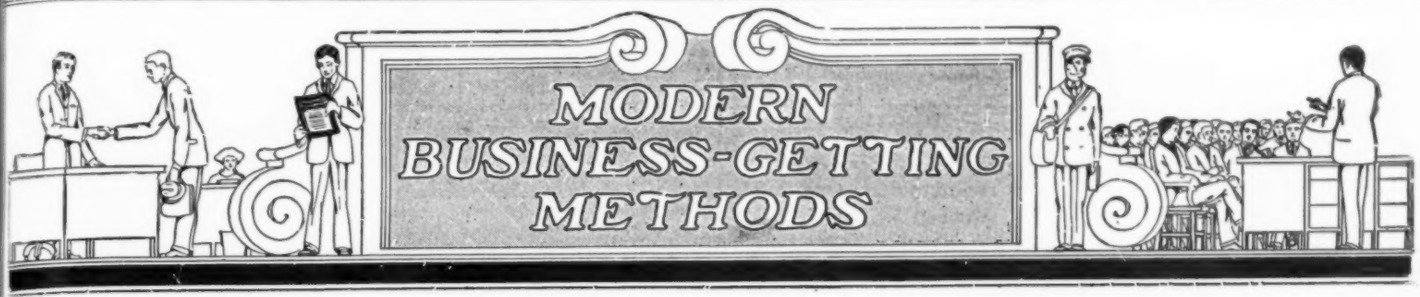
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Star Salesmen at Round Table Session Give Suggestions for Bringing Quarter Million to Million Dollar Production

One of the most interesting features of the million dollar round table in connection with the annual meeting of the National Association of Life Underwriters in Washington, D. C., last week was the symposium on "What It Requires to Bring a Quarter Million Up to a Million Dollar Production." Earl G. Manning of Boston acted as chairman of that sub-section. Some of the suggestions offered were:

* * *

Thomas M. Scott, Penn Mutual Life, Philadelphia—I think all you million-dollar producers realize that your sales methods, your ideas, your special list, your inheritance tax, your life insurance trust, your income policies, all of those are the tools you use, but after all your success is due to something deep down, something more fundamental. Among the qualities required to bring $250,000 up to $1,000,000, I would name imagination, ambition and the will to work.

We need imagination to picture to ourselves our own objective, the goal we wish to reach, the work we wish to accomplish. We need vision, for with vision you can list for your prospective clients their prospective needs and show them how modern life insurance can guarantee the fulfillment of life's ambitions and plans and make their dreams come true; likewise to give them one of the greatest thrills of life, the thrill of achieving these very things.

Ambition Essential to Star Producer

Second, there is ambition. I could talk for hours on that. It seems to me ambition is the one thing that differentiates the star producer from the mediocre men. Certainly no man can get from $250,000 to a $1,000,000 producer without ambition, the determination to get there. Success lies in constancy of purpose and one of the biggest things to remember is that keeping everlastingly at it brings success.

A man needs backbone if he is going to produce a million rather than a quarter of a million. Charles Sumner said, "There are three important things a man must have in order to succeed: First, backbone; second, backbone, and third, backbone." We all need it. We have to believe in ourselves. I have one motto on my desk and that is: "Aim high and believe yourself capable of great things."

The third need is the will to work. Certainly there is no question that you have to work to get anywhere. They say the average million-dollar producer reaches that point at the age of 42, after 13 years in the business, showing that it does take time and effort to get there.

I believe what it takes to produce a $1,000,000 man out of a $250,000 man is this: If you have a keen imagination, develop that; develop an overpowering ambition and determination to get there; and develop the will to work. They say that nature keeps a one-price store and to be successful you must pay that price. "He can who thinks he can."

* * *

William Goldstandt, New York City—I believe there are only two answers to the question of how to raise a $250,000 man to $1,000,000—either more hard, systematic effort or a change in the attitude of the agent which involves enlarged vision. Vision is absolutely necessary in this business. It is absolutely the thing that makes for a million dollar production.

I have contended that the attitude of the agent has more to do with the sale than the attitude and mind of the prospect. It has been said that altitude depends upon attitude. I know of no fewer words that give the reason for increasing a quarter of a million to a million than those: "Altitude depends upon attitude."

Men Will Buy, Not All Have to Be Sold

I also contend that men will buy life insurance and do not have to be sold. There is still a lot of work for the underwriter to do. He has to set the stage and make it easy for the prospect to buy. He has to plan the kind of insurance and also the amount. You tell the man what he should buy and in an indirect way you also decide on the amount and the plan.

I believe that a lot of business can be closed along other than the regular methods we are working on. To cite a case, I happened to deliver a $25,000 policy to a man some years ago who had $100,000 insurance. I talked to him about budgets, needs, objectives and all that sort of thing and I was unable to budge him. I asked him if he didn't want to be in the million dollar class.

He said, "What do you mean?" I said, "If you take an extra $25,000 you will have exactly an eighth of a million life insurance." Rather crude, I admit, but it delivered the policy.

Talk About Insurance Man Already Has

I believe that to sell a man any amount of insurance it is necessary to create interest in what we are talking about. Men are interested in the insurance they have. They are lukewarm or ice cold about the large volume we have to sell. Consequently I think it is necessary to talk to them about what they have and then, of course, work in what we have to sell.

I know of no better approach for getting the interest of the prospect in new insurance than to ask him why he bought what life insurance he already has. Then talk to him about distribution of proceeds of his policy and that is where your new insurance comes in, because it is usually inadequate.

I think men who have written $250,000 and want to increase their production, particularly in a town of 100,000 or over, should make a decided effort not to see anyone who cannot afford at least $10,000 in life insurance. I believe we should talk to men who are growing and men who can grow; have our clientele among that type of men and then grow with them.

* * *

M. J. Donnelly, Equitable of New York, New Castle, Pa.—My first year in the business I paid for about 150 cases, around $200,000. I attempted to make an analysis of that performance, and I discovered that the class of people I was calling upon were not capable of buying any more insurance than I was selling them. The difference between my production today and my production when I first started in the business is the type of people I now call upon compared with the people I used to call upon.

Another thing that prompts me to be in the million dollar class, as other speakers before me have brought out, is the real, honest-to-God desire to be in that class. You can't get anywhere without that desire. It has to be backed up by not only hard work, but intelligent hard work.

I live in a town of 50,000 people, and I don't think anyone at this table comes from a smaller town than I do. In New Castle I have attempted to build up an organization in this way. I realize that the centers of all influence have to do with money; that is to say, that the bigger policies emanate from banks somehow. That is true in all your districts. It isn't possible for every man to be a director of a bank, but it is possible for you to be at least a stockholder in a bank and

Statistics Compiled on "Millionaire" Producers

At the million dollar producers' breakfast at the convention of the National Association of Life Underwriters in Washington last week a tabulation was made of the business of those present.

There were 59 men in attendance who reported that they sold $109,494,000 of insurance, an average of $1,856,000 per man. The amount of insurance owned by the men who reported was $10,187,000, or an average of $182,000 of personal insurance for the individuals reporting. The largest amount of insurance held by any one man was $1,125,000, which was carried by Arthur W. Stebbins. Forty men reported the number of years they had been in the business. The average was slightly less than 18 years.

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If, however, you are fortunate enough to be put on the board and learn to know men of influence in your community, you learn to know the concerns that are coming into your town; you learn to know the people who are borrowing the money. And if that sort of information that you get first hand is followed up, it results oftentimes in large policies. It does away with competition because you are first on the job.

Another thing, if you are living in a community, you have to learn to play the community's game. That means that you belong to a chamber of commerce. I don't mean that you indulge in every civic activity in the community, but I mean you must be in hearty accord with everything pertaining to the community welfare, because the worthwhile men in your community are interested in the community's welfare and they soon single you out.

If you make an analysis of yourself and what you have accomplished each night before you go to bed, you will go farther in the business.

Memorial Booklet for the Late T. W. Blackbu

The American Life Convention h gotten out in permanent form a copy the remarks made and resoluti adopted at the memorial service Thomas W. Blackburn, for many ye secretary and general counsel, at time of the last annual meeting. Blackburn served in that connection 21 years. The work is done on h grade parchment, containing a cut Mr. Blackburn on the front page. addresses were made by Joseph Reynolds, president Kansas City Li E. W. Randall, president Minnes Mutual Life, and Isaac Miller Hamil president Federal Life. The memor resolution was presented by W. Grant, president of the Business Me Assurance, who was chairman of committee on resolutions.

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